

Course Structure

a) M.B.A Regular

Sl.No	Departments	GM/ Minorite/OBC	2A,2B,3A,3B (Below 1 Lakhs) except Minority)	SC/ST (Below 2.50 Lakhs)	SC/ST (Above 2.50 Lakhs to Below 10 Lakhs)	SC/ST (Above 10 Lakhs)	Cat-I (Below 2.50 Lakhs)
1	MBA	30725	10405	4960	18920	30725	9030
2	P.G. Diploma in Bank Management, Rural Management , Insurance & Bank Management	37030	--	18210	18210		18280

COURSE OUTLINE FOR MBA FIRST SEM

Paper Code	Title of the Paper	No of credits	IA Marks	Sem End Exam	Total Marks
A1	Principles of Management	3	25	50	75
A2	Business Environment For Managerial Decision Making.	4	50	50	100
A3	Business Statistics	3	25	50	75
A4	Corporate Communication-I	2	25	25	50

A5	Information Technology for Managers *	3	25	50	75
A6	Marketing Management	4	50	50	100
A7	Human Resource Management	3	25	50	75
A8	Financial Accounting for Managers	3	25	50	75
TOTAL		25	250	375	625

COURSE OUTLINE FOR MBA SECOND SEM

Paper Code	Title of the Paper	No of credits	IA Marks	Sem End Exam	Total Marks
B1	Production and Operations Management	2	25	25	50
B2	Operations Research	3	25	50	75
B3	Corporate communication-II	2	25	25	50
B4	Financial Management	3	25	50	75
B5	Organisational Behaviour	4	50	50	100
B6	SIP (PROJECT)	4	50	50	100
B7	Business Research & Analytics (OEC)(offered in-house by the department)	4	50	50	100
TOTAL		22	250	300	550
Specialisation Courses					
<i>(Students to choose as many subjects as desired subjects to minimum credits per semester as per Table above)</i>					
GENERAL MANAGEMNT :		No of credits	IA Marks	Sem End Exam	Total Marks
B8	Management Information System	2	25	25	50
B9	Micro Small and Medium Enterprise Management	4	50	50	100

B10	Total Quality Management	3	25	50	75
	Total	9	100	125	225
MAR KETING STREAM:		No of credits	IA Marks	Sem End Exam	Total Marks
B11	<u>Integrated Marketing Communication</u>	3	25	50	75
B12	<u>Consumer Behaviour</u>	3	25	50	75
B13	<u>Business Marketing</u>	3	25	50	75
B14	Service Marketing	3	25	50	75
	Total	12	100	200	300
FINANCE STREAM:		No of credits	IA Marks	Sem End Exam	Total Marks
B15	Financial Markets & Services	4	50	50	100
B16	Cost and Management Accounting	3	25	50	75
B17	Behavioural Finance	2	25	25	50
B18	Insurance and Risk Management	3	25	50	75
	Total	12	125	175	300
HUMAN RESOURCE:		No of credits	IA Marks	Sem End Exam	
B19	Applications of Labour Laws	03	25	50	75
B20	Managerial Effectiveness and leadership	03	25	50	75
B21	Career Planning and Development	03	25	50	75
B22	Performance Management and competency mapping	03	25	50	75
	Total	12	100	200	300

COURSE OUTLINE FOR MBA THIRD SEM

Paper Code	Title of the Paper	No of credits	IA Marks	Sem End Exam	Total Marks
C1	Strategic Management	4	50	50	100
C2	Business Ethics	2	25	25	50
C3	Legal Aspects of Business	2	25	25	50
C4	Introduction to Entrepreneurship (OEC) (offered in-house by the department)	4	50	50	100
	Total	12	150	150	300
Specialisation Courses					
<i>(Students to choose as many subjects as desired subjects to minimum credits per semester as per Table above)</i>					
GENERAL MANAGEMNT :		No of credits	IA Marks	Sem End Exam	Total Marks
C5	Knowledge management	4	50	50	100
C6	Business Process Reengineering & Bench Marking	4	50	50	100
C7	Project Management	4	50	50	100
C8	Business Process Outsourcing	3	25	50	75
C9	Enterprise Resource Planning(ERP)	4	50	50	100
	Total	19	225	250	475
MARKETING STREAM:		No of credits	IA Marks	Sem End Exam	Total Marks
C10	Supply Chain Management	3	25	50	75
C11	<u>Sales Management</u>	3	25	50	75
C12	E-Commerce and Digital marketing	3	25	50	75
C13	<u>Retail Management</u>	3	25	50	75
C14	<u>Strategic Brand Management</u>	3	25	50	75
C15	<u>Rural Marketing</u>	3	25	50	75
C16	Applied Marketing Research	3	25	50	75

	TOTAL	21	175	350	525
FINANCE STREAM:		No of credits	IA Marks	Sem End Exam	Total Marks
C17	Mergers , Acquisitions and Corporate Restructuring	3	25	50	75
C18	Personal Finance and Tax Planning	3	25	50	75
C19	Derivatives Market & Risk Management	3	25	50	75
C20	Principles & Practices in Modern Banking	3	25	50	75
C21	Project Planning, Appraisal & Control	3	25	50	75
C22	International Financial Management	3	25	50	75
C23	Security Analysis & Portfolio Management	4	50	50	100
	TOTAL	22	200	350	550
HUMAN RESOURCE:		No of credits	IA Marks	Sem End Exam	Total Marks
C24	Organisation Development and Institution Building	04	50	50	100
C25	Compensation Management	02	25	25	50
C26	International Human Resource Management	03	25	50	75
C27	Emotional Intelligence and Managerial Effectiveness	03	25	50	75
C28	Talent Management	03	25	50	75
C29	Learning and Development	04	50	50	100
C30	Human Resource Information System	02	25	25	50
	TOTAL	21	225	300	525

COURSE OUTLINE FOR MBA FOURTH SEM

Paper Code	Title of the Paper	No of credits	IA Marks	Sem End Exam	Total Marks
D1	Management Control System	3	25	50	75
D2	MCP(PROJECT)	4	50	50	100
	Total	7	75	100	175

Specialisation Courses

(Students to choose as many subjects as desired subjects to minimum credits per semester as per Table above)

GENERAL MANAGEMNT :		No of credits	IA Marks	Sem End Exam	Total Marks
D3	E-Business Management	3	25	50	75
D4	Management in Government	2	25	25	50
D5	Environmental management	3	25	50	75
	Total	8	75	125	200
MARKETING STREAM:		No of credits	IA Marks	Sem End Exam	Total Marks
D6	International Marketing	3	25	50	75
D7	Applications of Services Marketing	3	25	50	75
D8	Product Management	2	25	25	50
D9	<u>Customer Relationship Management</u>	2	25	25	50
	Total	10	100	150	250
FINANCE STREAM:		No of credits	IA Marks	Sem End Exam	Total Marks
D10	Business Taxation	3	25	50	75
D11	Microfinance and Financial Inclusion	3	25	50	75
D12	International Accounting	2	25	25	50
D13	Spread Sheet Skills for Finance Professionals	2	25	25	50
D14	Goods and Service Tax	3	25	50	75
	TOTAL	13	125	200	325

HUMAN RESOURCE:		No of credits	IA Marks	Sem End Exam	
D15	Corporate Restructuring-Human Dimensions	03	25	50	75
D16	Strategic Human Resource Management	03	25	50	75
D17	Social Legislation for Indian managers	03	25	50	75
	Total	09	75	150	225

b) M.B.A. (Evening)

First Semester MBA (Evening)

PaperCode	Title of the Paper	No of credits	IA Marks	Sem Exam	Total Marks
PG62T101	Principles of Management	06	50	100	150
PG62T102	Managerial Economics	06	50	100	150
PG62T103	Quantitative Methods-I	06	50	100	150
PG62T104	Management accounting	06	50	100	150
PG62T105	Marketing Management	06	50	100	150
TOTAL		30	250	500	725

Second Semester MBA (Evening)

Paper Code	Title of the Paper	No Credits	IA Marks	Sem EndExam	Total Marks
PG62T201	Introduction to Computers	06	50	100	150
PG62T202	Written, Oral & Spoken Communication Skills	06	50	100	150
PG62T203	Organizational Behavior	06	50	100	150
PG62T204	Quantitative Methods-II	06	50	100	150
PG62T205	Financial Management	06	50	100	150
TOTAL		30	250	500	725

Third Semester MBA (Evening)

Paper Code	Title of the Paper	No Credits	IA Marks	Sem EndExam	Total Marks
PG62T301	Marketing Research & Consumer Behaviour	06	50	100	150
PG62T302	Production & Operations Management	06	50	100	150
PG62T303	Personnel Management And Industrial Relations	06	50	100	150
PG62T304	Management Information System And Technology	06	50	100	150
PG62T305	Total Quality Management	06	50	100	150
TOTAL		30	250	500	725

Fourth Semester MBA (Evening)

Paper Code	Title of the Paper	No Credits	IA Marks	Sem End Exam	Total Marks
PG62T401	Strategic Management	06	50	100	150
PG62T402	Company And Business Laws	06	50	100	150
PG62T403	Management Control Systems	06	50	100	150
<i>Specializations:</i> <i>(Students as to choose any two of the following)</i>					
MARKETING STREAM					
PG62T404M	Industrial Marketing	06	50	100	150
PG62T405M	Sales, Distribution And Logistics Management	06	50	100	150
PG62T406M	Services Marketing	06	50	100	150
FINANCE STREAM					
PG62T407F	Financial Decisions, Mergers And Acquisitions	06	50	100	150
PG62T408F	International Financial Management	06	50	100	150
PG62T409F	Financial Institutions, Markets,Options, Futures And Derivatives	06	50	100	150

SYSTEM STREAM					
PG62T410S	Introduction To C And C++	06	50	100	150
PG62T411S	Data Base Management Systems	06	50	100	150
PG62T412S	E-Commerce	06	50	100	150
HUMAN RESOURCE MANAGEMENT STREAM					
PG62T413H	Organization Development And Institution Building	06	50	100	150
PG62T414H	Performance Appraisal And Counselling	06	50	100	150
PG62T415H	Legal Environment And Industrial Relations	06	50	100	150

Fifth Semester MBA (Evening)

Paper Code	Title of the Paper	No Credits	IA Marks	Sem End Exam	Total Marks
PG62T501	Small Enterprise Management	06	50	100	150
PG62T502	Human Resource Development	06	50	100	150
PG62P503	MCP(PROJECT)	04	50	50	100
<p><i>Specializations:</i> <i>(Students as to choose any THREE of the following)</i></p>					

MARKETING STREAM					
PG62T504M	Rural Marketing	06	50	100	150
PG62T505M	International Marketing	06	50	100	150
FINANCE STREAM					
PG62T506F	Security Analysis And Portfolio Management	06	50	100	150
PG62T507F	Merchant Banking And Financial Services	06	50	100	150
HUMAN RESOURCE MANAGEMENT STREAM					
PG62T508H	Group Dyanmics And Leadership	06	50	100	150
PG62T509H	Corporate Restructuring - Human Dimentions	06	50	100	150
SYSTEM STREAM					
PG62T510S	Computer Network And Internet	06	50	100	150
PG62T511S	Software Project Management	06	50	100	150

Sixth Semester MBA (Evening)

Paper Code	Title of the Paper	No Credits	IA Marks	Sem End Exam	Total Marks
<i>Specializations: (Students as to choose any THREE of the following)</i>					
MARKETING STREAM					
PG62T601M	Product Management, Policy And Brand Management	06	50	100	150
PG62T602M	Advertising And Sales Promotion Management	06	50	100	150
FINANCE STREAM					
PG62T603F	Corporate Tax Planning	06	50	100	150
PG62T604F	Customs And Excise Management	06	50	100	150
HUMAN RESOURCE MANAGEMENT STREAM					
PG62T605H	Project Management	06	50	100	150
PG62T606H	Modern Manufacturing Management	06	50	100	150
SYSTEM STREAM					

PG62T607S	Computer Modeling And Simulation	06	50	100	150
PG62T608S	Computer Graphics	06	50	100	150