

Curricular Structure with Subject Code for
Master of Business Administration (MBA) – 69 Credit Hours
2022

Semester	Subject Code	Subjects	Credit Hours
I	CO 511	Marketing for Managers	3
	FA 512	Communication for Managers	3
	CO 513	Accounting for Managers - I	3
	FA 514	Legal Framework of Business	2
	FA 515	Decision Sciences	3
	EL 515 / EL 517	Elective –I	2
		Total Credit Hours	16
II	CO 521	Accounting for Managers - II	3
	CO 522	Human Resource Management & Organizational Behavior	3
	FA 523	Economics for Managers	3
	CO 524	Financial Management	3
	CO 525	Operations Management	3
	SE 526	Seminar – I	2
	EL 527 / EL 528	Elective – II	2
		Total Credit Hours	19
III	CO 531	Entrepreneurship and Social Enterprises	2
	CO 532	Research Methodology and Thesis Proposal	3
	CO 533	Information Technology Management	3
	SE 534	Seminar – II	2
		Specialization – I	2
		Specialization – II	2
	EL 535 / EL 536	Elective – III	2
		Total Credit Hours	16
IV	CA 541	International Business	3
	CA 542	Strategic Management	3
	SE 544	Seminar – III	2
		Specialization – III	2
		Specialization – IV	2
	TH 545	Thesis	6
		Total Credit Hours	18

(Signature)



Elective Courses for MBA (2022)

Semester	Subject Code	Elective Courses
Elective - I (Any one)		
I	EL 516	Principles and Contemporary Practices of Management
	EL 517	Introduction to Computing
Elective - II (Any one)		
II	EL 527	E- Commerce and Digital Marketing
	EL 528	Introduction to Public Relations
Elective - III (Any one)		
III	EL 535	Organization Design and Change
	EL 536	Project Management

Courses under each Specialization Area		
Semester		Marketing (Any Four)
III	SM 531	Marketing Research
III	SM532	Product and Brand Management
IV	SM 541	Sales Management and Retailing
IV	SM 542	Service Marketing and Customer Relationship Management
IV	SM 543	Advertising Management
Semester		Finance (Any Four)
III	SF 531	Financial Theory and Corporate Policy
III	SF 532	Capital Structure
IV	SF 541	Security Analysis and Investment Management
IV	SF 542	Management of Financial Institutions
IV	SF 543	Financial Derivatives and Engineering
Semester		Human Resource Management (Any Four)
III	SH 531	Team Building and Conflict Management
III	SH 532	Industrial Relations and Labour Legislation
IV	SH 541	Training and Development
IV	SH 542	Strategic Human Resource Management
IV	SH 543	Performance and Compensation Management: System and Strategies
Semester		Operations and Supply Chain Management (Any Four)
III	SO 531	Inventory and Warehouse Management
III	SO 532	Designing and Managing Supply Chain
IV	SO 541	Purchasing and Material Management
IV	SO 542	Network Design
IV	SO 543	Facility Location Management

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