

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

**2022**

| <b>Semester</b> | <b>Subject Code</b> | <b>Subjects</b>                                     | <b>Credit Hours</b> |
|-----------------|---------------------|---|---------------------|
| <b>I</b>        | 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 /<br>EL 517  | <b>Elective – I</b>                                 | 2                   |
|                 |                     | <b>Total Credit Hours</b>                           | <b>16</b>           |
| <b>II</b>       | 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              | <b>Seminar – I</b>                                  | 2                   |
|                 | EL 527 /<br>EL 528  | <b>Elective – II</b>                                | 2                   |
|                 |                     | <b>Total Credit Hours</b>                           | <b>19</b>           |
| <b>III</b>      | CO 531              | Entrepreneurship and Social Enterprises             | 2                   |
|                 | CO 532              | Research Methodology and Thesis Proposal            | 3                   |
|                 | CO 533              | Information Technology Management                   | 3                   |
|                 | SE 534              | <b>Seminar – II</b>                                 | 2                   |
|                 |                     | <b>Specialization – I</b>                           | 2                   |
|                 |                     | <b>Specialization – II</b>                          | 2                   |
|                 | EL 535 /<br>EL 536  | <b>Elective – III</b>                               | 2                   |
|                 |                     | <b>Total Credit Hours</b>                           | <b>16</b>           |
| <b>IV</b>       | CA 541              | International Business                              | 3                   |
|                 | CA 542              | Strategic Management                                | 3                   |
|                 | SE 544              | <b>Seminar – III</b>                                | 2                   |
|                 |                     | <b>Specialization – III</b>                         | 2                   |
|                 |                     | <b>Specialization – IV</b>                          | 2                   |
|                 | TH 545              | <b>Thesis</b>                                       | 6                   |
|                 |                     | <b>Total Credit Hours</b>                           | <b>18</b>           |

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### Elective Courses for MBA (2022)

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

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

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