

Academic Program: PG
Academic Year 2016-17
Syllabus
I & II Semester MBA
Master of Business Administration



**SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF
ENGINEERING & TECHNOLOGY,**

DHARWAD – 580 002

(An Autonomous Institution recognized by AICTE & Affiliated to VTU, Belagavi)

Department of Management Studies

Ph: 0836-2447465

Fax: 0836-2464638

Web: www.sdmcet.ac.in

Scheme of Teaching and Examination

I Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|--------------------------------------|---------------------|-----------|---------------|----------------|----------------------|-----------------|----------------------|
| | | L-T-P (Hrs/Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration in hours |
| 16PMBAC100 | Management & Organizational Behavior | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC101 | Managerial Economics | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC102 | Accounting for Managers | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC103 | Marketing Management | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC104 | Business Analytics | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC105 | Managerial Communication | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAL106 | **Seminar | 0-0-3 | 1 | 50 | - | - | - | - |
| Total | | 24-0-3 | 25 | 350 | 600 | | | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

*SEE for theory courses is conducted for 100 marks and reduced to 50 marks.

** Seminar-I is to be conducted every week and 3-4 students/week will present a topic from emerging areas in Management preferably the contents not studied in their regular courses. The seminar shall be evaluated by a panel of 2 faculty members.

II Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|-----------------------------------|---------------------|-----------|---------------|----------------|----------------------|-----------------|----------------------|
| | | L-T-P (Hrs/Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration In hours |
| 16PMBAC200 | Human Resource Management | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC201 | Financial Management | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC202 | Research Methods | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC203 | Business, Government & Society | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC204 | Entrepreneurial Development | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAC205 | Managerial Competence Building- I | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAL206 | **Seminar | 0-0-3 | 1 | 50 | - | - | - | - |
| Total | | 24-0-3 | 25 | 350 | 600 | | | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

*SEE for theory courses is conducted for 100 marks and reduced to 50 marks.

** Seminar-II is to be conducted every week and 3-4 students/week will present a topic from emerging areas in Management preferably the contents not studied in their regular courses. The seminar shall be evaluated by panel of 2 faculty members.

Credits distribution:



Head of Department
Department of Management Studies

Academic Program: PG
Academic Year 2018-19
Scheme & Syllabus
I & II Semester MBA
Master of Business Administration



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DHARWAD – 580 002

(An Autonomous Institution recognized by AICTE & Affiliated to VTU, Belagavi)

I Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|---|---------------------|-----------|---------------|----------------|----------------------|-----------------|----------------------|
| | | L-T-P (Hrs/Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration in hours |
| 18PMBAC101 | Management & Organizational Behavior | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC102 | Managerial Economics | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC103 | Business Statistics and Analytics for Decision making | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC104 | Marketing Management | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC105 | Financial Reporting, Statements and Analysis | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC106 | Business Communication | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| Total | | 18-0-12 | 24 | 300 | 600 | | | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

***P:** Practical

*P- Practical /Field Work / Assignment are a part of contact hours for the faculty and must be considered in the workload.

II Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|-------------------------------------|---------------------|-----------|---------------|----------------|----------------------|-----------------|----------------------|
| | | L-T-P (Hrs/Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration In hours |
| 18PMBAC201 | Strategic Management | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC202 | Business Research Methods | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC203 | Corporate Finance | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC204 | Human Resource Management | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC205 | Corporate Governance & Business Law | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 18PMBAC206 | Entrepreneurial Development | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| Total | | 18-0-12 | 24 | 300 | 600 | | | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

***P:** Practical

*P- Practical /Field Work / Assignment are a part of contact hours for the faculty and must be considered in the workload.



Head of Department
Department of Management Studies

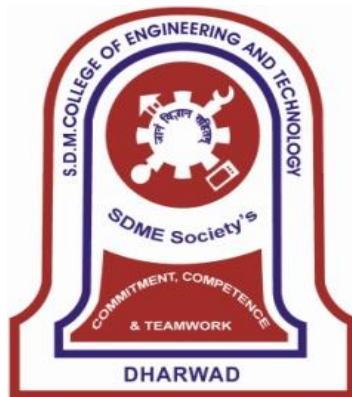
Academic Program: PG

Academic Year 2020-21

Department of Management Studies

I & II Semester M.B.A

Syllabus



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF
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**Scheme of Teaching and Examination
I Semester MBA**

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|---|-------------------------|-----------|---------------|----------------|----------------------|-----------------|----------------------|
| | | L-T-P (Hrs/ Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration in hours |
| 20PMBAC101 | Management & Organizational Behavior | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 20PMBAC102 | Managerial Economics | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 20PMBAC103 | Business Statistics and Analytics for Decision making | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 20PMBAC104 | Marketing Management | 3-0-2 | 4 | 50 | 100 | 3 | | |
| 20PMBAC105 | Accounting for Managers | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 20PMBAC106 | Business Communication | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| Total | | 18-0-12 | 24 | 300 | 600 | | | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture
P: Practical

T: Tutorials ***P:**

*P- Practical /Field Work / Assignment are a part of contact hours for the faculty and must be considered in the workload.

II Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|------------------------------|-------------------------|-----------|---------------|----------------|----------------------|-----------------|----------------------|
| | | L-T-P (Hrs/ Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration In hours |
| 20PMBAC201 | Strategic Management | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 20PMBAC202 | Business Research Methods | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 20PMBAC203 | Corporate Finance | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 20PMBAC204 | Human Resource Management | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 20PMBAC205 | Indian Business Environment | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| 20PMBAC206 | Entrepreneurship Development | 3-0-2 | 4 | 50 | 100 | 3 | - | - |
| Total | | 18-0-12 | 24 | 300 | 600 | | | |

CIE: Continuous Internal Evaluation
End Examination

SEE: Semester

L: Lecture
Practical

T: Tutorials

***P:**

*P- Practical /Field Work / Assignment are a part of contact hours for the faculty and must be considered in the workload.



Head of Department
Department of Management Studies

Academic Program: PG

Academic Year 2016-17

Syllabus

III & IV Semester MBA



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF
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Department of Management Studies

Ph: 0836-2447465 Fax: 0836-2464638 Web: www.sdmcet.ac.in

III Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|-------------------------------------|-------------------------|-----------|---------------|----------------|----------------------|-----------------|----------------------|
| | | L-T-P (Hrs/ Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration In hours |
| 16PMBAC300 | Strategic Management | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAL301 | Managerial Competence Building - II | 0-0-3 | 2 | 50 | - | - | - | - |
| 16PMBAEXXX | Elective - I | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAEXXX | Elective - II | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAEXXX | Elective - III | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAEXXX | Elective - IV | 4-0-0 | 4 | 50 | 100 | 3 | - | - |
| 16PMBAL302 | ** Internship | 4 Weeks | 2 | 50 | - | - | - | - |
| Total | | 20-0-3 | 24 | 350 | 500 | | | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

*SEE for theory courses is conducted for 100 marks and reduced to 50 marks.

**Internship: The students are required to obtain permission for internship from an organization before the end of semester – II. Duration of the internship will be for a period of for 4 weeks after semester – II and before the beginning of semester – III. During the internship the students are required to obtain jobs/work assignments in the functional or general areas of management and complete such job/work assignments within the stipulated period and submit a report on the same.

Internship will be evaluated on the basis of the report by an internal faculty for 25 marks and a presentation for 25 marks by a panel of two internal faculties. Internship is evaluated for a total of 50 marks and has a weightage of 2 credits

Core Specializations

| Marketing Electives | | Finance Electives | | HR Electives | |
|---------------------|----------------------------|-------------------|--------------------------------|--------------|--|
| 16PMBAE301 | Consumer Behavior | 16PMBAE305 | Banking & Financial Services | 16PMBAE309 | Industrial Relations & Legislations |
| 16PMBAE302 | Retailing Management | 16PMBAE306 | Investment Management | 16PMBAE310 | Organization Development & Change |
| 16PMBAE303 | Services Marketing | 16PMBAE307 | Strategic Financial Management | 16PMBAE311 | Recruitment, Selection & Compensation Management |
| 16PMBAE304 | Strategic Brand Management | 16PMBAE308 | Cost Management | 16PMBAE312 | Learning & Development |

Dual Specializations

| Marketing & Finance (Dual) Electives | | Finance & HR (Dual) Electives | | HR & Marketing (Dual) Electives | |
|--------------------------------------|------------------------------|-------------------------------|-------------------------------------|---------------------------------|-------------------------------------|
| 16PMBAE301 | Consumer Behavior | 16PMBAE305 | Banking & Financial Services | 16PMBAE309 | Industrial Relations & Legislations |
| 16PMBAE302 | Retailing Management | 16PMBAE306 | Investment Management | 16PMBAE310 | Organization Development & Change |
| 16PMBAE305 | Banking & Financial Services | 16PMBAE309 | Industrial Relations & Legislations | 16PMBAE301 | Consumer Behavior |
| 16PMBAE306 | Investment Management | 16PMBAE310 | Organization Development & Change | 16PMBAE302 | Retailing Management |

IV Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|-------------------------|---------------------|-----------|---------------|----------------|----------------------|-----------------|----------------------|
| | | L-T-P (Hrs/Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration In hours |
| 16PMBAC400 | Operations Management | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 16PMBAC401 | Supply Chain Management | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 16PMBAEXXX | Elective - I | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 16PMBAEXXX | Elective - II | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 16PMBAEXXX | Elective - III | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 16PMBAEXXX | Elective - IV | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 16PMBAL402 | ** Project | 8 Weeks | 8 | 50 | - | - | 100 | - |
| Total | | 18-0-0 | 26 | 350 | 600 | | 100 | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

S: Self-study

*SEE for theory courses is conducted for 100 marks and reduced to 50 marks.

** Project: The project is for the period of 8 weeks. The students are expected to identify a problem area in an organization and conduct a research during this period of 8 weeks and submit a report in Semester IV and undergo a Viva Voce.

Continuous Internal Evaluation (CIE) will be carried out by an internal faculty guide for 50 marks. Report will be evaluated by External Faculty/Expert for 50 marks.

Viva voce will be conducted by a panel of two faculty members, one internal and one external for 50 Marks. Total marks will be 150.

Core Specializations

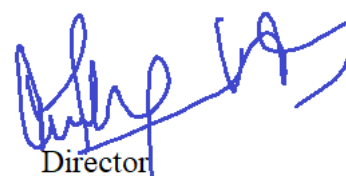
| Marketing Electives | | Finance Electives | | HR Electives | |
|---------------------|------------------------------------|-------------------|------------------------------------|--------------|--|
| 16PMBAE401 | E - Marketing | 16PMBAE405 | International Financial Management | 16PMBAE409 | Public Relation |
| 16PMBAE402 | Integrated Marketing Communication | 16PMBAE406 | Risk Management & Insurance | 16PMBAE410 | International Human Resource Management |
| 16PMBAE403 | Business Marketing | 16PMBAE407 | Tax Management | 16PMBAE411 | Performance management |
| 16PMBAE404 | Sales Force Management | 16PMBAE408 | Financial Derivatives | 16PMBAE412 | Personal Growth for Professional Development |

Dual Specializations

| Marketing & Finance (Dual) Electives | | Finance & HR (Dual) Electives | | HR & Marketing (Dual) Electives | |
|--------------------------------------|------------------------------------|-------------------------------|---|---------------------------------|---|
| 16PMBAE401 | E - Marketing | 16PMBAE405 | International Financial Management | 16PMBAE409 | Public Relation |
| 16PMBAE402 | Integrated Marketing Communication | 16PMBAE406 | Risk Management & Insurance | 16PMBAE410 | International Human Resource Management |
| 16PMBAE405 | International Financial Management | 16PMBAE409 | Public Relation | 16PMBAE401 | E - Marketing |
| 16PMBAE406 | Risk Management & Insurance | 16PMBAE410 | International Human Resource Management | 16PMBAE402 | Integrated Marketing Communication |

Credits distribution:

| Proposed | | As per guidelines |
|------------------------------|-----|-------------------|
| Program core course: | 58 | 45 - 60 |
| Program Electives: | 28 | 20 - 35 |
| Laboratory course: | 02 | |
| Seminar: | 02 | 02 - 10 |
| Internship/Project/training: | 12 | 12-25 |
| Total | 100 | 100 |


 Director

Department of Management Studies

Academic Program: PG
Academic Year 2018-19
Scheme & Syllabus
III & IV Semester MBA
Master of Business Administration
Department of Management Studies



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III Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|------------------------------|----------------------|-----------|-------------|--------------|-------------------|-----------------|-------------------|
| | | L-T-P (Hrs/ Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration In hours |
| 18PMBAC300 | Operations management [Core] | 2-0-0 | 2 | 50 | 50 | 2 | | |
| 18PMBAXXXX | Elective - I | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - II | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - III | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - IV | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - V | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - VI | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAL300 | ** Internship | 4 Weeks | 4 | 50 | - | - | | - |
| 18PMBAL301 | Seminar | 8 Weeks | 2 | 50 | | | | |
| Total | | 20-00-00 | 26 | 450 | 650 | | | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

**Internship: The students are required to obtain permission for internship from an organization before the end of semester – II. Duration of the internship will be for a period of for 4 weeks after semester – II and before the beginning of semester – III. During the internship the students are required to obtain jobs/work assignments in the functional or general areas of management and complete such job/work assignments within the stipulated period an

d submit a report on the same.

Internship will be evaluated for 50 marks by a panel of two internal faculties. Internship is evaluated for a total of 50 marks and has a weight-age of 4 credits.

Dual Specializations

| Marketing & Finance (Dual) Electives | | Finance & HR (Dual) Electives | | HR & Marketing (Dual) Electives | |
|--------------------------------------|---|-------------------------------|---|---------------------------------|--------------------------------------|
| 18PMBAM301 | Consumer Behavior | 18PMBAF301 | Investment Analysis and Portfolio Management | 18PMBAH301 | Recruitment and Selection |
| 18PMBAM302 | Retailing Management | 18PMBAF302 | Managing Banks and Financial Institutions | 18PMBAH302 | Industrial Relations |
| 18PMBAM303 | Service Marketing | 18PMBAF303 | Mergers, Acquisitions and Corporate Restructuring | 18PMBAH303 | Compensation and Benefits Management |
| 18PMBAF301 | Investment Analysis and Portfolio Management | 18PMBAH301 | Recruitment and Selection | 18PMBAM301 | Consumer Behavior |
| 18PMBAF302 | Managing Banks and Financial Institutions | 18PMBAH302 | Industrial Relations | 18PMBAM302 | Retailing Management |
| 18PMBAF303 | Mergers, Acquisitions and Corporate Restructuring | 18PMBAH303 | Compensation and Benefits Management | 18PMBAM303 | Service Marketing |

IV Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|--------------------------------|---------------------|-----------|-------------|--------------|-------------------|-----------------|-------------------|
| | | L-T-P (Hrs/Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration In hours |
| 18PMBAC400 | Supply Chain Management [Core] | 2-0-0 | 2 | 50 | 50 | 2 | - | - |
| 18PMBAXXXX | Elective - I | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - II | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - III | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - IV | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - V | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAXXXX | Elective - VI | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 18PMBAL400 | ** Project | 6 Weeks | 6 | 50 | | - | 100 | - |
| Total | | 12-12-00 | 26 | 350 | 600 | | 100 | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

S: Self-study

** Project: The project is for the period of 6 weeks. The students are expected to identify a problem area in an organization and conduct a research during this period of 6 weeks and submit a report in Semester IV and undergo a Viva Voce.

An internal faculty guide for 50 marks will carry out continuous Internal Evaluation (CIE). External Faculty/Expert will evaluate report for 50 marks.

Viva voce will be conducted by a panel of two faculty members, one internal and one external for 50 Marks.

Total marks will be 150.

Dual Specializations

| Marketing & Finance (Dual) Electives | | Finance & HR (Dual) Electives | | HR & Marketing (Dual) Electives | |
|--------------------------------------|-------------------------------------|-------------------------------|---|---------------------------------|---|
| 18PMBAM40 1 | Sales Force Management | 18PMBAF401 | International Financial Management | 18PMBAH401 | Training & Development |
| 18PMBAM40 2 | International Marketing Management | 18PMBAF402 | Tax Management | 18PMBAH402 | Organization Development & Change |
| 18PMBAM40 3 | Integrated Marketing Communications | 18PMBAF403 | Risk Management & Insurance | 18PMBAH403 | International Human Resource management |
| 18PMBAF401 | International Financial Management | 18PMBAH40 1 | Training & Development | 18PMBAM40 1 | Sales Force Management |
| 18PMBAF402 | Tax Management | 18PMBAH40 2 | Organization Development & Change | 18PMBAM40 2 | Business Marketing |
| 18PMBAF403 | Risk Management & Insurance | 18PMBAH40 3 | International Human Resource management | 18PMBAM40 3 | Integrated Marketing Communications |



Head of Department
Department of Management Studies

Academic Program: PG
Academic Year 2021-22
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III Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|-----------------------------------|----------------------|-----------|-------------|--------------|-------------------|-----------------|-------------------|
| | | L-T-P (Hrs/ Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration In hours |
| 20PMBAC300 | Technology & Operational Strategy | 2-0-0 | 2 | 50 | 50 | 2 | | |
| 20PMBAXXXX | Elective - I | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - II | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - III | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - IV | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - V | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - VI | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAL300 | Internship | 4 Weeks | 4 | 50 | - | - | | - |
| 20PMBAL301 | Seminar | 2 Hours / Week | 2 | 50 | | | | |
| Total | | 20-00-00 | 26 | 450 | 650 | | | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

Dual Specializations

| Marketing & Finance (Dual) Electives | | Finance & HR (Dual) Electives | | HR & Marketing (Dual) Electives | |
|--------------------------------------|---|-------------------------------|---|---------------------------------|-------------------------------------|
| 20PMBAM301 | Consumer Behavior | 20PMBAF301 | Investment Analysis and Portfolio Management | 20PMBAH301 | Recruitment and Selection |
| 20PMBAM302 | Retailing Management | 20PMBAF302 | Banking and Financial Services | 20PMBAH302 | Employee Relations and Legislations |
| 20PMBAM303 | Services Marketing | 20PMBAF303 | Mergers, Acquisitions and Corporate Restructuring | 20PMBAH303 | Compensation Management |
| 20PMBAF301 | Investment Analysis and Portfolio Management | 20PMBAH301 | Recruitment and Selection | 20PMBAM301 | Consumer Behavior |
| 20PMBAF302 | Banking and Financial Services | 20PMBAH302 | Employee Relations and Legislations | 20PMBAM302 | Retailing Management |
| 20PMBAF303 | Mergers, Acquisitions and Corporate Restructuring | 20PMBAH303 | Compensation Management | 20PMBAM303 | Services Marketing |

IV Semester MBA

| Course Code | Course Title | Teaching | | Examination | | | | |
|--------------|--------------------------------|---------------------|-----------|-------------|--------------|-------------------|-----------------|-------------------|
| | | L-T-P (Hrs/Week) | Credits | CIE | Theory (SEE) | | Practical (SEE) | |
| | | | | Max. Marks | *Max. Marks | Duration in hours | Max. Marks | Duration In hours |
| 20PMBAC400 | Global Supply Chain Management | 2-0-0 | 2 | 50 | 50 | 2 | - | - |
| 20PMBAXXXX | Elective - I | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - II | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - III | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - IV | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - V | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAXXXX | Elective - VI | 3-0-0 | 3 | 50 | 100 | 3 | - | - |
| 20PMBAL400 | *Project | 6 Weeks | 6 | 50 | | - | 50 | - |
| Total | | 20-00-00 | 26 | 400 | 650 | | 100 | |

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

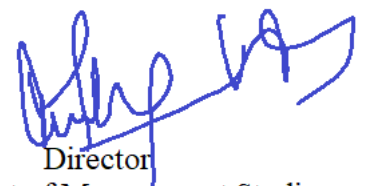
P: Practical

S: Self-study

*Project will be carried out between III Semester and IV Semester

Dual Specializations

| Marketing & Finance (Dual) Electives | | Finance & HR (Dual) Electives | | HR & Marketing (Dual) Electives | |
|--------------------------------------|-------------------------------------|-------------------------------|---|---------------------------------|---|
| 20PMBAM401 | Sales Force Management | 20PMBAF401 | International Financial Management | 20PMBAH401 | Training and Development |
| 20PMBAM402 | International Marketing Management | 20PMBAF402 | Tax Management | 20PMBAH402 | Organization Development and Change |
| 20PMBAM403 | Integrated Marketing Communications | 20PMBAF403 | Risk Management & Insurance | 20PMBAH403 | International Human Resource Management |
| 20PMBAF401 | International Financial Management | 20PMBAH401 | Training and Development | 20PMBAM401 | Sales Force Management |
| 20PMBAF402 | Tax Management | 20PMBAH402 | Organization Development and Change | 20PMBAM402 | International Marketing Management |
| 20PMBAF403 | Risk Management & Insurance | 20PMBAH403 | International Human Resource Management | 20PMBAM403 | Integrated Marketing Communications |



Director
Department of Management Studies