



CMR INSTITUTE OF MANAGEMENT STUDIES

(Autonomous)

Affiliated to Bangalore University

*Recognised by Government of Karnataka and Approved by the UGC / AICTE,
New Delhi. Reaccredited by NAAC with A Grade*

PROGRAM DESIGN AND STRUCTURE

MASTER OF BUSINESS ADMINISTRATION

Department of Management Program

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Program – Design & Structure

1. Program Specification

Category	MBA
Name of the Program	Master of Business Administration
Nomenclature for final Award	2 years
Duration	Semester (4 Semesters)
System of Education	16 weeks per semester
Sessions	Bangalore University
Awarding Body	MBA

2. Eligibility Criteria (Eligibility to pursue the programme)

- A pass in Under-Graduate Program (any discipline), with 50% aggregate (45% for SC / ST candidates) from Bangalore University or 10+2+3 pattern or any other degree recognized by Bangalore University or any other University, in accordance with the rules and regulations of Government of Karnataka, AICTE and the Government of India.
- A valid score from any of the MBA qualifying entrance exam

3. Learning Objectives

- To impart value based courses to cater to the needs of Corporate world
- To equip Students face future challenges through extension activities and development programs
- To renew thrust in areas of research and consultancy for the benefit and welfare of society

4. Learning Outcomes

- Holistic Manager in the making with concern for society and ready to face corporate challenges
- Equipped with Managerial Tools for smart decision making

5. Credits

Sl No	Category	Description	Hours Per Week	Credits	Total Credits	Semesters	Minimum Credits To Be Acquired
1	Fundamental Courses	Theory	4	4	56*	I and II	56
2	Core Courses	Theory	4	4	16**	III and IV	16
3	Elective Courses	Theory	4	4	40***	III and IV	40
4	Internship	Project (Organization Study)	-	4	4	III	4
5	Dissertation	Project (Research)	-	12	12	IV	12
Total				28	128	I, II, III and IV	128
6	Value Added Courses	Project (Community Work)	–	2	2****	I	2
		Theory	2	2	4****	I and II	4
7	Certificate Courses	Theory	2	2	28*****	I, II, III and IV	28

***Fundamental Courses List**

Fundamental Course Code	Fundamental Course Title	Credits
SEMESTER I		
1MBA01(14)	Organizational Behaviour	4
1MBA02	Essentials of Managerial	4
1MBA03(13)	Quantitative Techniques	4
1MBA04(13)	Accounting for Management	4
1MBA05	Business Perspectives	4
1MBA15(12)	Management of Non-Profit	4
1MBA16(14)	Business Regulations and Law	4
SEMESTER II		
2MBA01(11)	Operations Research	4
2MBA02(14)	Corporate Financial	4
2MBA03(14)	Human Resource Management	4
2MBA04(12)	Marketing Management	4
2MBA05(12)	Production and Operations	4
2MBA06	Management Information	4
2MBA14	Research Methodology and	4
TOTAL CREDITS		56

****Core Courses List**

Core Course Code	Core Course Title	Credits
SEMESTER III		
3MBA01	Ethics in Business and	4
3MBA12	Entrepreneurship and MSMEs	4
SEMESTER II		
4MBA02(11)	International Business	4
4MBA13	Strategic Management	4
TOTAL CREDITS		16

***Elective Courses List are provided in header 8

***Non Audit Value Added Courses

*****Non Audit Certificate Courses

6. Scheme of Evaluation:

(a) Continuous Internal Assessment: 40 % Weightage

Components	Marks
Internal Test I	10
Internal Test II	10
Assignments and Live Projects	15
Attendance	05

(b) End Semester Examination (ESE): 60% Weightage

Eligibility to take up ESE in each semester

- A minimum of 85% attendance in each course at the end of the semester.
- A minimum of 50% marks in each course in Continuous Internal Assessment (CIA)

7. Passing Criteria / Award of Degree

- Student should have obtained 50% in CIA and 50% in ESE in each course in each semester
- Student should achieve the total number of credits assigned for program
- Student should secure a Minimum of 5 Grade Points in every Semester i.e., 5 Semester Grade Point Average (5 SGPA) and should ensure a 5 Grade Points in Cumulative Grade Point Average (5 CGPA) for the award of Degree

8. Specialization / Electives

Note: Second year Students have a dual specialization and they can choose any 2 of their choice out of 5 specializations. Out of these 2 specializations a basket of 6 Elective courses per specialization is offered spread across 3rd & 4th semester. The Students exercise their option to study any 5 of them, meaning they will study totally 10 Elective subjects spread across 2 specializations and across 2 semesters. These 5 courses could be distributed between the 2 specialization as 3 & 2 in which case in the next semester the candidate studies 2 and 3. (If a student chooses 3 Marketing and 2 Finance in 3rd Semester, in the 4th Semester he/she studies 2 Marketing and 3 Finance)

In the event of changing over to Trimester mode, the content and structure duly approved by Board of Studies / Academic Counsel is ready and available. After obtaining the Management approval we shall implement it.

SEMESTER III

STREAM	TITLE OF THE ELECTIVE COURSE
MARKETING	
3MBA03M1	Business to Business Marketing
3MBA03M2	Consumer Behaviour
3MBA03M3(12)	Services Marketing
FINANCE	
3MBA04F1(10)	Investment Analysis and Management
3MBA04F2(11)	Tax Management
3MBA04F3(11)	Financial Markets, Institutions and Intermediaries
HUMAN	
3MBA05H7	Organization Training and Development
3MBA05H2(12)	Knowledge Management and Learning Organization
3MBA05H3(11)	Compensation Management
OPERATIONS	
3MBA06P1	Supply Chain Management
3MBA06P2	Productivity Techniques and Quality Management
3MBA06P3	Technology Management
SYSTEMS	
3MBA07S1	Software Engineering Management
3MBA07S2	System Analysis and Design
3MBA07S3	Database Management System

SEMESTER IV

STREAM	TITLE OF THE ELECTIVE COURSE
MARKETING	
4MBA03M4	Rural and Agricultural Marketing
4MBA03M5	Sales and Distribution Management
4MBA03M6(11)	Integrated Marketing Communication
FINANCE	
4MBA04F4(14)	International Financial Management
4MBA04F5	Strategic Financial Management
4MBA04F6(10)	Project Appraisal and Management
HUMAN	
4MBA05H4(10)	International HRM
4MBA05H5(14)	Labour Legislation and Welfare
4MBA05H6(12)	Strategic HRM
OPERATIONS	
4MBA06P5	World Class Manufacturing Strategy and Practices
4MBA06P6(11)	Project Management

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4MBA06P7	Advanced Operations Management
SYSTEMS	
4MBA07S5	E-Commerce Technology and Management
4MBA07S6	Software Project Management
4MBA07S7	Enterprise Resource Planning and Business Process Re-

9. Non Audit Value Added Courses: Objective

Tailored to meet the so called “**Industry Gaps**”

10. Non Audit Certificate Courses: Objective

Tailored to address the “**Finishing School Requirements**”

11. Community Work (Purpose and modalities)

The Objectives of Community Work Project are as follows:

- To create an awareness of Social & Environmental issues of the day & thereby a deeper understanding of the human community & of oneself as well
- To develop a sense of concern & commitment to the weak & under privileged in the community
- To ameliorate the Society plagued with illness
- To understand wide variety of Community development initiatives
- To familiarize the student to the new avenues & opportunities for Social entrepreneurship

Each student should undertake a community work at the end of First Semester in a NGO / Non Profit Organization for a period of Two weeks under the guidance of the Department Faculty/ Internal Guide assigned to them. The student has to submit a report on the same as per the guidelines.

The breakup of marks are given below

• Report Evaluation	25 Marks
• Viva Voce Valuation	25 Marks
Total	50 Marks

To pass in Community Work the student is required to secure minimum of 50% marks in each of the above two criteria

12. Internship (Purpose and modalities)

The Internship project is a Summer Project. It is an Academic requirement & Industry Interface Initiative, which the student is required to undertake in an Organization for a minimum duration of Six Weeks. The Internship Project is Organization Specific & is a complete Organization Study involving both external & internal environment analysis. Based on Environment analysis the students are expected to provide the Management

relevant suggestions. The Internship Project also exposes the students to various Management specializations & careers, thus facilitating the students in their choice of specialization subjects to be pursued in Third & Fourth Semesters.

The students are required to submit a Project Report on the Organization Study undergone as per the Department guidelines. The project report would be evaluated & a Viva - Voce examination will be conducted during the early part of Third Semester.

The breakup of marks are given below

a. Internship Report Evaluation	50 Marks
b. Internship Viva - Voce Valuation	50 Marks
TOTAL	100 Marks

To pass in Internship the student is required to secure minimum of 50% marks in each of the above two criteria

13. **Dissertation** (Purpose and modalities)

The Dissertation project is a research oriented, in-depth study of a problem, issue, opportunity, technique or procedure - or some combination of these aspects of business. Typically a student is required to identify a problem, define research area, state hypothesis, design research, assemble data, analyze data, draw conclusion and give suggestions/recommendations. The Objective of Dissertation Report & Viva - Voce Examination is to inculcate organizational, analytical, self evaluation & time management skills in the Students.

The breakup of marks are given below

a. Dissertation Evaluation	200 Marks
b. Dissertation Viva Voce Valuation	100 Marks
Total	300 Marks

Dissertation carries 200 Marks for Evaluation & 100 Marks for Viva - Voce Valuation. The Student should secure minimum 50% Marks in each for the award of Degree.

10. **Orientation Program: Objective**

Since Students from diversified background pursue MBA program, the Orientation Program conditions them to the MBA content in store and gets them on a common platform

11. **Co-curricular activities**

- The following are the Clubs at the Department end
 1. Mercatus (Marketing)
 2. Ferero (Finance)
 3. Directivos (HR)
 4. Operazione (Operations)
- National Level inter-collegiate Management Fest "Lakshya" is organized by Students with the support of the Department annually.

- Students are supported to participate in National Level inter-collegiate Management Fest, organized by other reputed colleges in Bangalore and also outstation
- Industrial Visits are organized by Department during II and IV Semester to bridge the gap between class-room deliberations and real-time happenings
- The Department organizes Weekly Guest Lectures to provide contemporary knowledge and skills, both functional and integrative in different areas of business by eminent people on contemporary issues and practices

Programme Structure

I SEMESTER

Course Code	Course Title	No. of Hours		Credits	Marks		
		Per Week	Total		ESE	CIA	Total
1MBA01(14)	Organizational Behaviour	4	60	4	60	40	100
1MBA02	Essentials of Managerial Economics	4	60	4	60	40	100
1MBA03(13)	Quantitative Techniques	4	60	4	60	40	100
1MBA04(14)	Accounting for Management	4	60	4	60	40	100
1MBA05	Business Perspectives	4	60	4	60	40	100
1MBA15(12)	Management of Non-Profit Organizations	4	60	4	60	40	100
1MBA16(14)	Business Regulations and Law	4	60	4	60	40	100
	TOTAL	28	420	28	420	280	700
1MBA08V(13)	<u>Value Added Courses</u> Information Technology for	2	20	2	60	40	100
1MBA11V	Community Work	-	-	2	-	-	50
1MBA10C	<u>Certificate Courses</u> Basic Managerial Skills - I	2	20	2	60	40	100
1MBA11C	Written Analysis and Communication	2	20	2	60	40	100
1MBA12C	Foreign Language – I (Spanish / German)	2	20	2	60	40	100

II SEMESTER

Course Code	Course Title	No. of Hours		Credits	Marks		
		Per Week	Total		ESE	CIA	Total
2MBA01(11)	Operations Research	4	60	4	60	40	100
2MBA02(14)	Corporate Financial Management	4	60	4	60	40	100
2MBA03(14)	Human Resource Management	4	60	4	60	40	100
2MBA04(12)	Marketing Management	4	60	4	60	40	100
2MBA05(12)	Production and Operations Management	4	60	4	60	40	100
2MBA06	Management Information System	4	60	4	60	40	100
2MBA14	Research Methodology and Applications	4	60	4	60	40	100
	TOTAL	28	420	28	420	280	700
2MBA08V	Value Added Course Information Technology for Managers - II	2	20	2	60	40	100

III SEMESTER

Course Code	Course Title	No. of Hours		Credits	Marks		
		Per Week	Total		ESE	CIA	Per Week
3MBA01	Ethics in Business and Corporate Governance	4	60	4	60	40	100
3MBA12	Entrepreneurship and MSMEs	4	60	4	60	40	100
-	Elective*	4	60	4	60	40	100
-	Elective*	4	60	4	60	40	100
-	Elective*	4	60	4	60	40	100
-	Elective*	4	60	4	60	40	100
-	Elective*	4	60	4	60	40	100
3MBA06	Internship	-	-	4	-	-	100
	TOTAL	28	420	32	420	280	800

SPECIALIZATION STREAM - ELECTIVE COURSES OFFERED IN SEMESTER III*

STREAM	ELECTIVE COURSE TITLE
MARKETING	
3MBA03M1	Business to Business Marketing
3MBA03M2	Consumer Behaviour
3MBA03M3(12)	Services Marketing
FINANCE	
3MBA04F1(10)	Investment Analysis and Management
3MBA04F2(11)	Tax Management
3MBA04F3(11)	Financial Markets, Institutions and Intermediaries
HUMAN RESOURCE	
3MBA05H7	Organization Training and Development
3MBA05H2(12)	Knowledge Management and Learning Organization
3MBA05H3(11)	Compensation Management
OPERATIONS	
3MBA06P1	Supply Chain Management
3MBA06P2	Productivity Techniques and Quality Management
3MBA06P3	Technology Management
SYSTEMS	
3MBA07S1	Software Engineering Management
3MBA07S2	System Analysis and Design
3MBA07S3	Database Management System

IV SEMESTER

Course Code	Course Title	No. of Hours		Credits	Marks		
		Per Week	Total		ESE	CIA	Total
4MBA02(11)	International Business Management	4	60	4	60	40	100
4MBA13	Strategic Management	4	60	4	60	40	100
	Elective*	4	60	4	60	40	100
	Elective*	4	60	4	60	40	100
	Elective*	4	60	4	60	40	100
	Elective*	4	60	4	60	40	100
	Elective*	4	60	4	60	40	100
4MBA08	Dissertation - Evaluation	-	-	8	-	-	200
4MBA09	Dissertation - Viva Voce	-	-	4	-	-	100
	TOTAL	28	420	40	420	280	1000

SPECIALIZATION STREAM - ELECTIVE COURSES OFFERED IN SEMESTER IV*

STREAM	ELECTIVE COURSE TITLE
MARKETING	
4MBA03M4	Rural and Agricultural Marketing
4MBA03M5	Sales and Distribution Management
4MBA03M6(11)	Integrated Marketing Communication
FINANCE	
4MBA04F4(14)	International Financial Management
4MBA04F5	Strategic Financial Management
4MBA04F6(10)	Project Appraisal and Management
HUMAN RESOURCE	
4MBA05H4(10)	International HRM
4MBA05H5(14)	Labour Legislation and Welfare
4MBA05H6(12)	Strategic HRM
OPERATIONS	
4MBA06P5	World Class Manufacturing Strategy and Practices
4MBA06P6(11)	Project Management
4MBA06P7	Advanced Operations Management
SYSTEMS	
4MBA07S5	E-Commerce Technology and Management
4MBA07S6	Software Project Management
4MBA07S7	Enterprise Resource Planning and Business Process Re-Engineering