

Sec 10. The Master of Business Administration Programme

The 2-Year (4-Semester) Master of Business Administration (MBA) Programme of the Institute was launched in the year 1980.

The programme prepares students with requisite skills to make successful careers as management professionals in competitive business environment. The course structure and contents are regularly updated to keep pace with the changing business environment.

The programme helps student to develop the following talents:

- Strong analytical, problem solving and decision-making skills
- Global competencies and the ability to perform in cross-cultural environments
- The highest standards of integrity, ethics and social consciousness
- Communication, team building and other soft skills to become effective and industry ready managers
- Awareness of the socio-economic environment
- Personalities with socially desirable values and attitudes

The teaching methodology is practical, hands on and real time, rather than merely theoretical. Case studies, Problem Solving Exercises, Role- Plays, Management Games and Presentations are extensively used. The curriculum is planned so as to facilitate learning in theory and practice of all aspects of the discipline of management.

The MBA programme comprises of 4 semesters. The curriculum of the first two semesters provides the foundation in “basic management” courses. The curriculum of third and fourth semester focuses on imparting in-depth training in conceptual and practical aspects of functional and sectoral specialization and integrating courses.

The curriculum offers dual Functional Specialization along with Sectoral Specialization. Functional Specialization courses are offered in the broad areas of Finance, Human Resource Management, Marketing and System Management. The Sectoral Specialization courses equips a student with specialized competencies for a particular sector of industry.

Each student undertakes two projects during the tenure of the programme under the guidance of the faculty members. The project facilitates learning through practical application of the concepts.

One foreign language is included as a core subject in the curriculum to fulfill the objectives of developing global competencies in students.

The Course Structure for the MBA Programme

The total number of credits required for an MBA degree is 94 as given below:

Core Courses	: 44 Credits
Specialization Course -I	: 12 Credits
Specialization Course -II	: 12 Credits
Sectoral Specialization	: 06 Credits
Breadth Courses	: 12 Credits
Project	: 04 Credits
Sessional	: 04 Credits

Semester – I			Semester – II		
Code	Subject	Units	Code	Subject	Units
MBA 1001	Management Principles & Practices	3	MBA 2003	Human Resource Management	3
MBA 1003	Financial Management and Accounting	3	MBA 2005	Business Research	3
MBA 1005	Organizational Behaviour	3	MBA 2007	Managerial Economics	3
MBA 1007	Marketing Management	3	MBA 2009	Operations Research	4
MBA 1009	Quantitative Techniques for Management	4	MBA 2010 (Sessional)	IT for Managers	2
MBA 1011	E-Business	3	MBA 2012	Strategic Management	3
MBA 1013	Management of Manufacturing Systems	3	MBA 2013 (Sessional)	Business Communication II	3
MBA 1014	Business Communication I (Non Credit)			Breadth Course (inter departmental)	3
	Total	22		Total	23

Functional Specialization and Sectoral Specialization

Students are offered dual Functional Specialization. They study 8 courses (3 credits in each course) in any 2 areas of Functional Specialization, that is, 6 electives from any one Functional Specialization area below and 2 electives from any other Functional Specialization area. In addition to that, students opt for 2 courses (3 credits in each course) from any of the Sectoral Specialization areas.

SEMESTER –III:

SUBJECT CODE	NAME OF SUBJECT	Credits
	Functional Specialization – I	
See Annexure-I	Subject - I	3
See Annexure-I	Subject – II	3
See Annexure-I	Subject - III	3
	Functional Specialization - II	
See Annexure-I	Subject - I	3
See Annexure-I	Subject – II	3
See Annexure-I	Subject – III	3
	Sectoral Specialization	
See Annexure-I	Subject - I	3
MSH 1143 / MSH 1145	Breadth Course (French-I / German-I)	3
	Total Credits	24 Credits

Semester – IV:

SUBJECT CODE	NAME OF SUBJECT	Credits
	Core Courses	
MBA 4007	Business Law	3
MBA 4009	Business Ethics & corporate governance	3
	Functional Specialization – I	
See Annexure-I	Subject – IV	3
	Functional Specialization - II	
See Annexure-I	Subject – IV	3
	Sectoral Specialization	
See Annexure-I	Subject - II	3
MSH 1155 / MSH1157	Breadth Course(French-II/German-II)	3
MSH 1149	Breadth Course (Intellectual Property Right)	3
MBA 4002	Project	4
	Total Credits	25 Credits

Annexure – I**Functional Specialization areas and courses are:-**

Financial Management Area			Marketing Management Area		
Code	Name of Subject	Credit	Code	Name of Subject	Credit
MBA 3001	Management of Financial Services	3	MBA 3017	Consumer Behavior	3
MBA 3003	Investment and Portfolio Management	3	MBA 3019	Marketing Research	3
MBA 3005	Corporate Finance	3	MBA 3021	International Marketing	3
MBA 3007	International Finance	3	MBA 3023	Industrial Marketing	3
MBA 3009	Corporate Taxation	3	MBA 3025	Advertising and Integrated Marketing Communication	3
MBA 3011	Management of Financial Derivatives	3	MBA 3027	Retail Management	3
MBA 3013	Corporate Accounting	3	MBA 3029	Services Marketing	3
MBA 3015	Cost and Management Accounting	3	MBA 3031	Sales and Distribution Management	3
			MBA 3033	Brand Management	3

Human Resource Management			Systems Management Area		
Code	Name of Subject	Credit	Code	Name of Subject	Credit
MBA 3035	Human Resource Planning	3	MBA 3051	R.D.B.M.S.	3
MBA 3037	Industrial Relations & Labor Laws	3	MBA 3053	Business Data Communication	3
MBA 3039	Recruitment, Selection and Training	3	MBA 3055	Enterprise Resource Planning	3
MBA 3041	Organizational Change and Development	3	MBA 3057	Programming Technology – I (C++)	3
MBA 3043	Organizational Theory and Design	3	MBA 3059	Programming Technology –II (Java Application)	3
MBA 3045	Compensation and Rewards	3	MBA 3061	Software Engineering	3
MBA 3047	Performance Management Systems	3	MBA 3063	Multimedia and Web Designing	3
MBA 3049	Individual and Group Behavior	3	MBA 3065	System Analysis and Design	3

Sectoral Specialization and courses are:-

Health Care Management			Operations and Manufacturing Management		
Code	Name of Subject	Credit	Code	Name of Subject	Credit
MBA 3067	Management of Medical and Health Services	3	MBA 3071	Technology Management	3
MBA 3069	Hospital Planning	3	MBA 3073	Supply Chain Management	3

Insurance and Bank Management			Hospitality Management		
Code	Name of Subject	Credit	Code	Name of Subject	Credit
MBA 3075	Bank Management	3	MBA 3079	Hotel Management	3
MBA 3077	Insurance Management	3	MBA 3081	Tourism Management	3

Agro Business Management			Safety Management		
Code	Name of Subject	Credit	Code	Name of Subject	Credit
MBA 3083	Agro and Cooperative Management	3	MBA 3087	Safety Organization and Management	3
MBA 3085	Rural Marketing	3	MBA 3089	Accidents Prevention and Safety Acts	3