

MBA PROGRAMME

The Master of Business Administration (MBA) is a Two Year Full Time Programme. The course structure of the programme is given hereunder

w.e.f. 2015-16

FIRST YEAR

SEMESTER-I

Course Code	Course Title	Division of Marks			Duration of Exams
		Ext.	Int.	Total	
CP-101	Principles and Practices of Management	70	30	100	3 Hrs.
CP-102	Business Statistics	70	30	100	3 Hrs.
CP-103	Managerial Economics	70	30	100	3 Hrs.
CP-104	Business Environment	70	30	100	3 Hrs.
CP-105	Business Communication	70	30	100	3 Hrs.
CP-106	Financial Accounting	70	30	100	3 Hrs.
CP-107	Fundamentals of Computer and E-Commerce	70	30*	100	3 Hrs.
CP-108	Seminar		50**	50	

T= Theory, P= Practical

* The Internal Assessment must be based on practical related to the subject.

**Topic for seminar relating to the contemporary business issues/practices comprising Indian ethos, values, current socio-economic and business context would be assigned by the teacher in advance. Evaluation of such seminar would be based on written assignment submitted and presentation given by the candidate.

SEMESTER-II

Course Code	Course Title	Division of Marks			Duration of Exams
		Ext.	Int.	Total	
CP-201	Management Science	70	30	100	3 Hrs.
CP-202	Marketing Management	70	30	100	3 Hrs.
CP-203	Human Resource Management	70	30	100	3 Hrs.
CP-204	Financial Management	70	30	100	3 Hrs.
CP-205	Business Research Methodology	70	30	100	3 Hrs.
CP-206	Production and Operations Management	70	30	100	3 Hrs.
CP-207	Organizational Behavior	70	30	100	3 Hrs.
CP-208	Comprehensive Viva –Voce	50	-	50	

SUMMER TRAINING

At the end of second semester, all students will have to undergo summer training of 6—8 weeks with an industrial, business or service organisation by taking up a project study. The condition of successfully completing the programmes shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in the organizations as approved by the Department/Faculty from time to time. Each student will be required to submit a project report to the Department for the work undertaken during this period within one month of the commencement of the third semester for the purpose of evaluation in the third semester.

SECOND YEAR

During Second year, in addition to compulsory papers and project studies, students shall have to choose six optional papers in third and six in fourth semester from the list of optional papers announced at the beginning of each semester. The list of optional papers for third and fourth semesters shall confine to the availability of teachers. A student will specialize in two areas (One Major and other Minor) by opting at least four papers (in major area) two papers from (in minor area) in third and fourth semester.

SEMESTER—III

Course Code	Course Title	Division of Marks			Duration of Exams
		Ext.	Int.	Total	
CP-301	Strategic Management	70	30	100	3Hrs.
CP-302	Business Legislation	70	30	100	3Hrs.
CP-303	Summer Training Report	50	50*	100	

(In addition to these compulsory papers, a student is required to select four papers from major area of specialization and any two papers from minor area of specialization)

*Internal evaluation will be based on seminar presentation.

SEMESTER-IV

Course Code	Course Title	Division of Marks			Duration of Exams
		Ext.	Int.	Total	
CP-401	Entrepreneurship Development	70	30	100	3Hrs.
CP-402	Research Project	100		100	
CP-403	Comprehensive Viva Voce (including viva-voce on research project)	50	-	50	

(In addition to these compulsory papers, a student is required to select four papers from major area of specialization and any two papers from minor area of specialization)

List of Optional Papers of various specializations

FINANCE

3rd Semester

FM—301	Financial Decisions Analysis
FM—302	Foreign Exchange Management
FM—303	Risk Management
FM—304	Working Capital Management
FM—305	Management of Financial Institutions
FM—306	Security Analysis and Investment Management

4th Semester

FM-401	Principles of Insurance and Banking
FM-402	International Financial Management
FM-403	Financial Derivatives
FM-404	Management of Financial Services
FM-405	Project Management
FM-406	Portfolio Management

MARKETING

3rd Semester

MM-301	Advertising Management
MM-302	Sales and Distribution Management
MM-303	Brand Management
MM-304	Consumer Behavior
MM-305	Retail Marketing
MM-306	Marketing Research

4th Semester

MM-401	International Marketing
MM-402	Industrial Marketing
MM-403	Service Marketing
MM-404	Strategic Marketing
MM-405	Rural and Agricultural Marketing
MM-406	Marketing Communication Strategy

HRM

3rd Semester

HRM-301	Management of Industrial Relations
HRM-302	Legal Framework Governing Human Relations
HRM-303	Managing Interpersonal and Group Processes
HRM-304	Organizational Change and Intervention Strategies
HRM-305	Manpower Development for Technological Change
HRM-306	Global Human Resource Management

4th Semester

HRM-401	Management Training and Development
HRM-402	Human Resource Planning and Development
HRM-403	Human Resource Development: Strategies and Systems
HRM-404	Counseling Skills for Managers
HRM-405	Compensation Management
HRM-406	Performance Management and Managerial Effectiveness

INTERNATIONAL BUSINESS

3rd Semester

IB-301	International Accounting
IB-302	Foreign Exchange Management
IB-303	Export-Import Procedures and Documentation
IB-304	India's Foreign Trade and Policy
IB-305	International Business Environment
IB-306	International Logistics

4th Semester

IB-401	International Financial Markets
IB-402	International Marketing
IB-403	International Financial Management
IB-404	International Strategic Management
IB-405	Cross-cultural and Global Management
IB-406	Regional Economic Blocks

INFORMATION TECHNOLOGY

3rd Semester

ITM-301	Internet and Web Designing
ITM-302	Relational Database Management Systems
ITM-303	Practical based on ITM-301 and ITM-302
ITM-304	Software Designing
ITM-305	System Analysis and Design
ITM-306	Management Support Systems

4th Semester

ITM-401	Data Warehousing and Data Mining
ITM-402	eCRM
ITM-403	Practical based on ITM-401 and ITM-402
ITM-404	Cryptography and Security System
ITM-405	Introduction to Computer Networks
ITM-406	Enterprise Resource Planning

PRODUCTION AND OPERATIONS MANAGEMENT

3rd Semester

POM-301	Purchasing and Materials Management
POM-302	Total Quality Management
POM-303	Production Planning and Control
POM-304	Logistics Management
POM-305	Service Operations Management
POM-306	Technology Acquisition and Diffusion

4th Semester

POM-401	Applied Operations Research
POM-402	Goal Programming in Management
POM-403	Transportation Management
POM-404	Technology Forecasting
POM-405	R&D Management
POM-406	Programme Management

CP-107: Fundamentals of Computer and E-Commerce

Max. Marks: 100

External: 70

Practical Based Internal Assessment: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 6 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any four questions from the part A and any 3 questions from part B.

Objectives: The objective of the course is to acquaint the students with computers and concepts of E—Commerce.

Course Contents

Computer fundamentals: An introduction; Elements of Computer system; Generations of Computers, Computer languages; Compiler, Interpreter and Assembler, Number system, Components of systems: - Input-Output devices, Types of Memory. An Introduction to Operating System, Hardware and software, Computer Network: Analog and Digital Signals, Band width, Network Topology, Network Applications. Introduction to MS-Office: - MS-Word, MS-Excel, MS-Power Point and MS-Access.

Introduction to E-Commerce, Benefits, Impact of E-Commerce, Classification of E-Commerce, Application of E-Commerce Technology, Business Models, Framework of E-Commerce., Business to Business, Business to Customer, Customer to Customer.

Electronic Payment Systems: Online Electronic Payment Systems, Prepaid and Post Paid Electronic Payment Systems. Inter-organizational commerce & intra—organizational commerce, EDI, value-added network, digital library.

Suggested Readings:

1. Kienam : Managing Your E-Commerce Business, Prentice Hall of India, N. Delhi.
2. Kosiur: Understanding E—Commerce, Prentice Hall of India, N. Delhi.
3. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.
4. Schneider P. Grey, Perry T. James : E—Commerce, Thomson Learning, Bombay.
5. Shurety : E-business with Net Commerce (with CD), Addison Wesley.
6. Napier: Creating a Winning E-business, Vikas Publishing House, New Delhi.
7. Didar Singh : E-Commerce for Manager, Vikas Publishing House, New Delhi.
8. Whitely David : Electronic Commerce, TMH, N Delhi.
9. Electronic Commerce -Framework, technologies and Applications - Bharat Bhasker TMH Publications.

The list of cases and specific references including recent articles will be announced in the class.