

School of Commerce & Management
Course Structure for Postgraduate Programme of
Masters of Business Administration (M.B.A) 2018-19

Semester – I

Sr. No	Core	Course Code	Theory Paper/Practical	Teaching Scheme (Hrs/Week)				C	Duration of University Exam. (Hrs.)	Formative CIA	Summative		Total Marks
				L	T	P	Total				TH	OR / PR	
1.	PC	PMA101	Organizational Behavior	4	--	--	4	4	3	50	50	--	100
2.	PC	PMA 102	Accounting for Managers	4	--	--	4	4	3	50	50	--	100
3.	PC	PMA 103	Managerial Economics	4	--	--	4	4	3	50	50	--	100
4.	PC	PMA 104	Quantitative Techniques in Management	4	--	--	4	4	3	50	50	--	100
5.	PC	PMA 105	Business Laws	4	--	--	4	4	3	50	50	--	100
6.	PC	PMA 106	Business Research Methods	4	--	--	4	4	3	50	50	--	100
7.	PC	PMA 111	Lab in Communication	--	--	2	2	--	--	--	--	--	Grade
Total				24	---	2	26	24		300	300	--	600

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Details of Continuous Internal Assessment (CIA)

CIA	Weightage	Description
CIA 1	10%	Home Assignment
CIA 2	20%	Mid-Term Exam (MTE)
CIA 3	10%	Presentation by students
CIA 4	10%	Research Based Activity
TOTAL	50%	

Document Ref.	Rev. No./ Date	Issue No./ Date	Prepared by	Checked By	Approved by
SUN/SCMS/PMA/I/2018-19	28/02/2018	(1) 26/03/2018	Mr. Shreeneek Achaliya	Ms. Shubhra Johri	Dr. Sanjay Jerath

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Semester – II

Sr. No	Core	Course Code	Theory Paper/Practical	Teaching Scheme (Hrs/Week)				C	Duration of University Exam. (Hrs.)	Formative CIA	Summative		Total Marks
				L	T	P	Total				TH	OR / PR	
1	PC	PMA 201	Marketing Management	4	--	--	4	4	3	50	50	--	100
2	PC	PMA 202	Financial Management	4	--	--	4	4	3	50	50	--	100
3	PC	PMA 203	Human Resource Management	4	--	--	4	4	3	50	50	--	100
4	PC	PMA 204	Production & Operations Management	4	--	--	4	4	3	50	50	--	100
5	PC	PMA 206	Business Ethics & Corporate Governance	4	--	--	4	4	3	50	50	--	100
6	PC	PMA 207	Computer Applications	4	--	--	4	4	3	50	50	---	100
7	PC	PMA 211	Life Skills Lab	--	--	2	2	--	--	--	--	--	Grade
Total				24	--	2	26	24		300	300	--	600

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Semester – III

Sr. No	Core	Course Code	Theory Paper/Practical	Teaching Scheme (Hrs/Week)				C	Duration of University Exam. (Hrs.)	Formative CIA	Summative		Total Marks
				L	T	P	Total				TH	OR / PR	
1	PC	PMA301	Consumer behavior(common)	4		--	4	4	3	50	50	--	100
2	PE		Elective Course I	4	1	--	5	5	3	50	50	--	100
3	PE		Elective Course II	4	1	--	5	5	3	50	50	--	100
4	PE		Elective Course III	4	1	--	5	5	3	50	50	--	100
5	PE		Elective Course IV	4	1	--	5	5	3	50	50	--	100
6	UC	PMA311	Summer Internship Project										
			1 Internal (Report)			--		4				100	200
			2 External (Project Viva)			--		2				100	
Total				20	4	--	24	30		250	250	200	700

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Subjects for Electives MBA SEM III (ANY ONE ELECTIVE :STUDENT CAN CHOOSE ANY THREE ELECTIVE COURSES FROM THE GROUP)

r.No	Programme Elective	Elective Course Code	Elective Course
1	Marketing	PMAM01	Customer Relationship Management
		PMAM02	Advertising & Brand Management
		PMAM03	Rural Marketing
		PMAM04	B2B Marketing
		PMAM05	Integrated Marketing Communication
2	Finance	PMAF01	Security Analysis and Investment Management
		PMAF02	Income Tax
		PMAF03	Management control system
		PMAF04	Financial Institutions and Markets
		PMAF05	Insurance & Risk Management
3	Human Resource	PMAH01	Human Resource Planning and Development
		PMAH02	Performance Management
		PMAH03	Strategic Human Resource Management
		PMAH04	Competency Based HRM
		PMAH05	Talent Management

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Semester – IV

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				L	T	P	Total				TH	OR / PR	
1	PC	PMA401	International Business Management	4	---	--	4	4	3	50	50	--	100
2	PE		Elective Course I	4	1	--	5	5	3	50	50	--	100
3	PE		Elective Course II	4	1	--	5	5	3	50	50	--	100
4	PE		Elective Course III	4	1	--	5	5	3	50	50	--	100
5	PE	PMA411	Project Thesis										
			1. Thesis Report			--		4				100	200
			2 Project Viva			--		2				100	
				16	3		19	25		200	200	200	600

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Subjects for Specialization MBA SEM IV (ANY ONE ELECTIVE :STUDENT CAN CHOOSE ANY THREE ELECTIVE COURSES FROM THE GROUP)

Sr.No	Programme Elective	Elective Course Code	Elective Course
1	Marketing	PMAM06	1. Service Marketing
		PMAM07	2. Retail Management
		PMAM08	3. International Marketing
		PMAM09	4. Digital Marketing
2	Finance	PMAF06	1. Strategic cost management
		PMAF07	2. Business valuation
		PMAF08	3. International Financial Management
		PMAF09	4. Working Capital Management
3	Human Resource	PMAH06	1. Labour Laws
		PMAH07	2. Leadership, Power & Politics
		PMAH08	3. Management of Industrial Relations
		PMAH09	4. International Human Resource Management

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