MBA (Dual Specialization)
SCHEME OF STUDY (2021-22)

SEM	COURSE 1	COURSE 2	COURSE 3	COURSE 4	COURSE 5	COURSE 6	COURSE 7	COURSE 8	General Proficiency	COURSES	CONTACT / week			Contact hours per semester	CREDITS
											L	T	P		
I	BSL501 Management Principles and Practices (2-0-2)3	BSL503 Organizational Behaviour (2-0-2)3	BSL505 Marketing Management (2-0-2)3	BSL507 Accounting for Managers (2-0-2)3	BSL509 Managerial Economics (2-0-2)3	BSL511 Business Statistics (2-0-2)3	BSL513 Operations Management (2-0-2)3	BSL515 Communication for Managers (2-0-2)3	BSR501 GP I 1 Credit	8	16	0	16	32*15= 480	25
II	BSL502 Management of Human Resources (2-0-2)3	BSL504 Financial Management (2-0-2)3	BSL506 Decision Sciences (2-0-2)3	BSL508 Consumer Behaviour (2-0-2)3	BSL512 Business Research Methods (2-0-2)3	BSL514 Legal Aspects of Business (2-0-2)3	BSL602 Business Ethics (2-0-2)3	BSP502 Management Lab (Python) (0-0-2)1	BSR502 GP II 1 Credit	8	14	0	16	30*15= 450	23
	BST601 SUMMER INTERNSHIP + one week of community service (0-0-10)5									1	0	0	10	0	5
III	BSL603 Strategic Management (2-0-2)3	Elective 1 (Major-I) (2-0-2)3	Elective 2 (Major-I) (2-0-2)3	Elective 3 (Major-I) (2-0-2)3	Elective 4 (Major-II) (2-0-2)3	Elective 5 (Major-II) (2-0-2)3	Elective 6 (Major-II) (2-0-2)3	BSP601 R Programming for Analytics (0-0-4)2	BSR503 GP III 1 Credit	8	14	0	18	34*15= 510	24
IV	BSL516 Entrepreneurship and Innovation (2-0-2)3	Elective 7 (Major-I) (2-0-2)3	Elective 8 (Major-I) (2-0-2)3	Elective 9 (Major-II) (2-0-2)3	Elective 10 (Major-II) (2-0-2)3	BSD602 Major Project + CS (0-0-10)5			BSR504 GP IV 1 Credit	6	10	0	20	30*15= 450	21
										31					98
Total Credits MBA Program													98		

MASTER OF BUSINESS ADMINISTRATION

OVERALL CREDIT STRUCTURE

Category	Credits
Programme Core	45
Ability Enhancement	6
Project Presentation & Training	10
Skill Enhancement	3
General Proficiency	4
Program Electives	30
Total Credits	**98**

Program Core

		L-T-P	C
BSL501	Management Principles and Practices	2-0-2	3
BSL502	Management of Human Resources	2-0-2	3
BSL503	Organizational Behavior	2-0-2	3
BSL504	Financial Management	2-0-2	3
BSL505	Marketing Management	2-0-2	3
BSL506	Decision Sciences	2-0-2	3
BSL507	Accounting for Managers	2-0-2	3
BSL508	Consumer Behavior	2-0-2	3
BSL509	Managerial Economics	2-0-2	3
BSL511	Business Statistics	2-0-2	3
BSL512	Business Research Methods	2-0-2	3
BSL513	Operations Management	2-0-2	3
BSL514	Legal Aspects of Business	2-0-2	3
BSL602	Business Ethics	2-0-2	3
BSL603	Strategic Management	2-0-2	3

General Proficiency

		C
BSR501	GPI	01 Credit
BSR502	GPII	01 Credit
BSR601	GPIII	01 Credit
BSR602	GPIV	01 Credit

Skill Enhancement Courses

		L-T-P	C
BSP502	Management Lab (Python)	0-0-2	1
BSP601	R Programming for Analytics	0-0-4	2

Ability Enhancement

		L-T-P	C
BSL516	Entrepreneurship and Innovation	2-0-2	3
BSL515	Communication for Managers	2-0-2	3

Programme Electives

Marketing

		L-T-P	C
BSL632	Services Marketing	2-0-2	3
BSL633	B-2-B Marketing	2-0-2	3
BSL634	Rural Marketing	2-0-2	3
BSL635	International Marketing	2-0-2	3
BSL636	Integrated Marketing Communication	2-0-2	3
BSL637	Retail Management	2-0-2	3
BSL638	Digital Marketing & Social Media	2-0-2	3
BSL640	Strategic Marketing Management	2-0-2	3
BSL674	Selling Negotiations and Business Development	2-0-2	3
BSL694	Marketing of Luxury Products	2-0-2	3

Finance

		L-T-P	C
BSL641	Securities Analysis and Investment Management	2-0-2	3
BSL642	International Financial Management	2-0-2	3
BSL643	Financial Derivatives	2-0-2	3
BSL644	Management of Financial Services	2-0-2	3
BSL645	Management Accounting and Control	2-0-2	3
BSL646	Business Analysis using Financial Statements	2-0-2	3
BSL647	Money and Banking	2-0-2	3
BSL648	Mergers and Acquisitions: The Market for Corporate Control	2-0-2	3
BSL649	Principles of Risk & Insurance	2-0-2	3
BSL650	Portfolio Management	2-0-2	3
BSL651	Foreign Exchange Management	2-0-2	3
BSL652	Financial Institutions and markets	2-0-2	3
BSL653	Bank Management	2-0-2	3
BSL654	Microfinance Management	2-0-2	3
BSL691	Spreadsheet Modelling	2-0-2	3

HRM

		L-T-P	C
BSL655	Leadership – Past, Present and Future	2-0-2	3
BSL656	Industrial Relations & Labour Laws	2-0-2	3
BSL657	Workforce Planning, Recruitment &Selection	2-0-2	3
BSL658	Competency Mapping	2-0-2	3
BSL659	Contemporary Issues in HRM	2-0-2	3
BSL660	Performance and Compensation Management	2-0-2	3
BSL661	Training and Development	2-0-2	3
BSL662	Organizational Development	2-0-2	3
BSL663	People Analytics	2-0-2	3
BSL664	Strategic HRM	2-0-2	3
BSL665	Cross Cultural HRM and Inclusive Workplace Management	2-0-2	3
BSL666	Talent Management	2-0-2	3

Operations

		L-T-P	C
BSL667	Project Management	2-0-2	3
BSL668	Service Operations	2-0-2	3
BSL669	E-business	2-0-2	3

BSL670	ERP	2-0-2	3
BSL671	Supply Chain and Logistics analytics	2-0-2	3
BSL672	Production Planning &Control	2-0-2	3
BSL673	Business Process Design	2-0-2	3
BSL510	Supply Chain Management	2-0-2	3

Business Analytics

BSL675	Applied Econometrics	2-0-2	3
BSL510	Supply Chain Management	2-0-2	3
BSL676	Big Data Analytics	2-0-2	3
BSL677	Applications in CRM	2-0-2	3
BSL678	Data Mining	2-0-2	3
BSL679	Data Privacy and Data Security	2-0-2	3
BSL680	Data Visualization and Expression	2-0-2	3
BSL681	Econometrics	2-0-2	3
BSL682	Functional Analytics - Financial Risk & Fraud	2-0-2	3
BSL683	Functional Analytics - Marketing	2-0-2	3
BSL684	Functional Analytics - People	2-0-2	3
BSL685	Predictive Modeling	2-0-2	3
BSL686	Python for Data Science	2-0-2	3
BSL687	SAS Programming	2-0-2	3
BSL688	Social Network Analysis	2-0-2	3
BSL689	SQL for Data Analytics and Business Intelligence	2-0-2	3
BSL671	Supply Chain and Logistics Analytics	2-0-2	3
BSL692	Time Series Analysis	2-0-2	3
BSL693	Web and Social Media Analytics	2-0-2	3

Project Presentation & Training — L-T-P C

BST601	Summer Internship	0-0-10	5
BSD602	Major Project	0-0-10	5