



MBA (General) Curriculum 2023 - 24											
SEMESTER - I, II, III, IV											
SL. NO	COURSE CATEGORY	COURSE TYPE	SEMESTER	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
SEMESTER I											
1	PC	TH	I	MMB52001	PRINCIPLES OF MANAGEMENT	2	1	0	3	1	3
2	PC	TH	I	MMB52002	ORGANIZATIONAL BEHAVIOUR	2	1	0	3	1	3
3	PC	TH	I	MMB52003	MANAGERIAL ECONOMICS	3	1	0	4	1	4
4	PC	TH	I	MMB52004	ACCOUNTING FOR MANAGERS	3	1	0	4	1	4
5	PC	TH	I	MMB52005	LEGAL ENVIRONMENT OF BUSINESS	3	1	0	4	1	4
6	PC	TH	I	MMB52006	BUSINESS STATISTICS AND ANALYTICS	3	1	0	4	1	4
PRACTICAL											
7	PC	PR	I	MMB52400	PERSONALITY ENRICHMENT 1	0	0	4	2	1	4
					TOTAL	16	6	4	24	7	26
SEMESTER II											
1	PC	TH	II	MMB52007	RESEARCH METHODS IN BUSINESS	3	1	0	4	1	4
2	PC	TH	II	MMB52008	HUMAN RESOURCES MANAGEMENT	3	1	0	4	1	4
3	PC	TH	II	MMB52009	MARKETING MANAGEMENT	3	1	0	4	1	4
4	PC	TH	II	MMB52010	FINANCIAL MANAGEMENT	3	1	0	4	1	4
5	PC	TH	II	MMB52011	OPERATIONS MANAGEMENT	3	1	0	4	1	4
6	PC	TH	II	MMB52012	BUSINESS ETHICS AND CSR	3	1	0	4	1	4
PRACTICAL											
7	PC	PR	II	MMB52401	PERSONALITY ENRICHMENT 2	0	0	4	2	1	4
					TOTAL	18	6	4	26	7	28
SEMESTER III											
1	PC	TH	III	MMB52013	ENTREPRENEURSHIP DEVELOPMENT	3	1	0	4	1	4
2	DE	TH	III	MMB52***	ELECTIVE 1	3	1	0	4	1	4
3	DE	TH	III	MMB52***	ELECTIVE 2	3	1	0	4	1	4
4	DE	TH	III	MMB52***	ELECTIVE 3	3	1	0	4	1	4
5	DE	TH	III	MMB52***	ELECTIVE 4	3	1	0	4	1	4

6	DE	TH	III	MMB52***	ELECTIVE 5	3	1	0	4	1	4
7	DE	TH	III	MMB52***	ELECTIVE 6	3	1	0	4	1	4
PRACTICAL											
8	PC	PR	III	MMB52402	DECISION MAKING FOR MANAGERS	0	0	4	2	0	4
9	PC	IN	III	MMB52800	INTERNSHIP	#	#	#	2	#	#
10	PC	TH	III	MMB52***	CERTIFICATE COURSE	2	0	0	2	1	2
					TOTAL	23	7	4	34	8	34
# One Month Internship in any organisation during after 2nd Semester and evaluation in 3rd Semester.											
SEMSTER IV											
1	PC	TH	IV	MMB52014	STRATEGIC MANAGEMENT	3	1	0	4	1	4
2	PC	TH	IV	MMB52015	INTERNATIONAL BUSINESS MANAGEMENT	3	1	0	4	1	4
PRACTICAL											
3	PC	PJ	IV	MMB52801	FINAL PROJECT	*	*	*	13	*	*
					TOTAL	6	2	0	21	2	8
* Undertake a three months project in any organisation during 4th Semester and submit a report.											
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours											
FINANCE ELECTIVES											
1	DE	TH	III	MMB52500	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3	1	0	4	1	4
2	DE	TH	III	MMB52501	COMMERCIAL BANKING	3	1	0	4	1	4
3	DE	TH	III	MMB52502	RURAL BANKING AND MICRO FINANCE	3	1	0	4	1	4
4	DE	TH	III	MMB52503	BEHAVIORAL FINANCE	3	1	0	4	1	4
5	DE	TH	III	MMB52504	TAXATION	3	1	0	4	1	4
6	DE	TH	III	MMB52505	INTERNATIONAL FINANCE	3	1	0	4	1	4
MARKETING ELECTIVES											
7	DE	TH	III	MMB52506	CONSUMER BEHAVIOUR	3	1	0	4	1	4
8	DE	TH	III	MMB52507	ADVERTISING AND MEDIA MANAGEMENT	3	1	0	4	1	4
9	DE	TH	III	MMB52508	DIGITAL MARKETING	3	1	0	4	1	4
10	DE	TH	III	MMB52509	PRODUCT AND BRAND MANAGEMENT	3	1	0	4	1	4
11	DE	TH	III	MMB52510	SERVICE MARKETING	3	1	0	4	1	4
12	DE	TH	III	MMB52511	GREEN AND RURAL MARKETING	3	1	0	4	1	4
HUMAN RESOURCE ELECTIVES											
13	DE	TH	III	MMB52512	RECRUITMENT AND SELECTION	3	1	0	4	1	4
14	DE	TH	III	MMB52513	EMPLOYEE RELATIONS	3	1	0	4	1	4
15	DE	TH	III	MMB52514	LEARNING AND DEVELOPMENT	3	1	0	4	1	4

16	DE	TH	III	MMB52515	COMPENSATION AND BENEFITS MANAGEMENT	3	1	0	4	1	4
17	DE	TH	III	MMB52516	PERFORMANCE MANAGEMENT SYSTEMS	3	1	0	4	1	4
18	DE	TH	III	MMB52517	LABOR LEGISLATION	3	1	0	4	1	4
OPERATIONS ELECTIVES											
19	DE	TH	III	MMB52518	LOGISTICS MANAGEMENT	3	1	0	4	1	4
20	DE	TH	III	MMB52519	PRODUCTION, PLANNING AND CONTROLLING	3	1	0	4	1	4
21	DE	TH	III	MMB52520	TOTAL QUALITY MANAGEMENT	3	1	0	4	1	4
22	DE	TH	III	MMB52521	PROJECT MANAGEMENT	3	1	0	4	1	4
23	DE	TH	III	MMB52522	SERVICES OPERATIONS MANAGEMENT	3	1	0	4	1	4
24	DE	TH	III	MMB52523	SUPPLY CHAIN MANAGEMENT	3	1	0	4	1	4
MEDIA AND ENTERTAINMENT ELECTIVES											
25	DE	TH	III	MMB52532	MULTIMEDIA PRODUCTION MANAGEMENT	3	1	0	4	1	4
26	DE	TH	III	MMB52533	CREATIVITY AND CONTENT MANAGEMENT	3	1	0	4	1	4
27	DE	TH	III	MMB52534	SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT	3	1	0	4	1	4
28	DE	TH	III	MMB52535	MEDIA MANAGEMENT	3	1	0	4	1	4
29	DE	TH	III	MMB52536	ENTERTAINMENT AND EVENT MANAGEMENT	3	1	0	4	1	4
30	DE	TH	III	MMB52537	OTT MANAGEMENT	3	1	0	4	1	4
HOSPITAL MANAGEMENT ELECTIVES											
31	DE	TH	III	MMB52538	HUMAN ANATOMY, PHYSIOLOGY AND MEDICAL TERMINOLOGY	3	1	0	4	1	4
32	DE	TH	III	MMB52539	HEALTH ENVIRONMENT	3	1	0	4	1	4
33	DE	TH	III	MMB52540	HOSPITAL ARCHITECTURE PLANNING, DESIGN AND MAINTENANCE	3	1	0	4	1	4
34	DE	TH	III	MMB52541	HOSPITAL INFORMATION SYSTEM	3	1	0	4	1	4
35	DE	TH	III	MMB52542	HOSPITAL MATERIALS MANAGEMENT	3	1	0	4	1	4
36	DE	TH	III	MMB52543	HOSPITAL AND PATIENT RELATION MANAGEMENT	3	1	0	4	1	4
37	DE	TH	III	MMB52544	HOSPITAL SUPPORTIVE SERVICES AND FACILITIES MANAGEMENT	3	1	0	4	1	4
38	DE	TH	III	MMB52545	HEALTH INSURANCE AND MANAGED CARE	3	1	0	4	1	4
SPORTS MANAGEMENT ELECTIVES											
39	DE	TH	III	MMB52546	SPORTS ORGANIZATION AND ADMINISTRATION	3	1	0	4	1	4
40	DE	TH	III	MMB52547	SPORTS FACILITIES PLANNING AND MANAGEMENT	3	1	0	4	1	4
41	DE	TH	III	MMB52548	ETHICS IN SPORTS	3	1	0	4	1	4
42	DE	TH	III	MMB52549	SPORTS BIOMECHANICS	3	1	0	4	1	4
43	DE	TH	III	MMB52550	SPORTS PHYSIOLOGY & KINESIOLOGY	3	1	0	4	1	4
44	DE	TH	III	MMB52551	SPORTS TRAINING AND CONDITIONING	3	1	0	4	1	4
45	DE	TH	III	MMB52552	SPORTS MEDIA, COMMUNICATIONS & EVENT MANAGEMENT	3	1	0	4	1	4

46	DE	TH	III	MMB52553	CONTEMPORARY ISSUES IN SPORTS	3	1	0	4	1	4
LOGISTICS ELECTIVES											
47	DE	TH	III	MMB52554	FUNDAMENTALS OF LOGISTICS	3	1	0	4	1	4
48	DE	TH	III	MMB52555	INTERNATIONAL LOGISTICS MANAGEMENT	3	1	0	4	1	4
49	DE	TH	III	MMB52556	RETAIL LOGISTICS & E-COMMERCE	3	1	0	4	1	4
50	DE	TH	III	MMB52557	DOCUMENTATION OF EXPORTS & IMPORTS	3	1	0	4	1	4
51	DE	TH	III	MMB52558	LINER LOGISTICS	3	1	0	4	1	4
52	DE	TH	III	MMB52559	WAREHOUSING & DISTRIBUTION OPERATIONS	3	1	0	4	1	4
HOTEL AND TOURISM ELECTIVES											
53	DE	TH	III	MMB52560	EVENT MANAGEMENT	3	1	0	4	1	4
54	DE	TH	III	MMB52561	FACILITY MANAGEMENT	3	1	0	4	1	4
55	DE	TH	III	MMB52562	HOSPITALITY LAW	3	1	0	4	1	4
56	DE	TH	III	MMB52563	INTERNATIONAL TOURISM MANAGEMENT	3	1	0	4	1	4
57	DE	TH	III	MMB52564	ROOMS DIVISION MANAGEMENT	3	1	0	4	1	4
58	DE	TH	III	MMB52565	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	3	1	0	4	1	4
ENTREPRENEURSHIP ELECTIVES											
59	DE	TH	III	MMB52566	ENTREPRENEURIAL FINANCE	3	1	0	4	1	4
60	DE	TH	III	MMB52567	FAMILY BUSINESS MANAGEMENT	3	1	0	4	1	4
61	DE	TH	III	MMB52568	INDIAN ENTREPRENEURSHIP MODEL	3	1	0	4	1	4
62	DE	TH	III	MMB52569	SOCIAL ENTREPRENEURSHIP	3	1	0	4	1	4
63	DE	TH	III	MMB52570	STARTUP ECOSYSTEMS	3	1	0	4	1	4
64	DE	TH	III	MMB52521	PROJECT MANAGEMENT	3	1	0	4	1	4
LIST OF CERTIFICATE COURSES											
1	PC	TH	III	MMB52035	DERIVATIVES	2	0	0	2	1	2
2	PC	TH	III	MMB52036	MARKETING METRICS AND ANALYTICS	2	0	0	2	1	2
3	PC	TH	III	MMB52037	HR METRICS & ANALYTICS	2	0	0	2	1	2
4	PC	TH	III	MMB52038	LEAN SIX SIGMA	2	0	0	2	1	2
5	PC	TH	III	MMB52039	ADVANCED EXCEL	2	0	0	2	1	2
6	PC	TH	III	MMB52040	DESIGN THINKING	2	0	0	2	1	2
7	PC	TH	III	MMB52041	DIGITAL MARKETING	2	0	0	2	1	2
8	PC	TH	III	MMB52042	QUALITY MANAGEMENT AND HOSPITAL ACCREDITATION SYSTEMS	2	0	0	2	1	2
9	PC	TH	III	MMB52043	SPORTS PHYSIOLOGY & KINESIOLOGY	2	0	0	2	1	2
10	PC	TH	III	MMB52044	SIX SIGMA	2	0	0	2	1	2

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Course Category		Credit
PC	Professional Core Course	79
DE	Department Electives	24
CC	Certificate Course	2

Semester	Credits
SEM I	24
SEM II	26
SEM III	34
SEM IV	21
TOTAL CREDITS	105

Course Type	
TH	THEORY COURSE
PR	PRACTICAL
IN	INTERNSHIP
PJ	MAJOR PROJECT