

Course curriculum - Post Graduate Degree Programme

COURSE STRUCTURE AND SCHEME OF EXAMINATION

SEMESTER – I							
COURSE CODE	Course type	COURSE	L	T	P	L+T+P	CREDIT
						(hrs)	
MBA 101	Core Course (CC)	PRINCIPLES AND PRACTICES OF MANAGEMENT	3	1	0	3+1+0	4
MBA 102	Core Course (CC)	MANAGERIAL ECONOMICS	3	1	0	3+1+0	4
MBA 103	Core Course (CC)	ACCOUNTING FOR MANAGERS	3	1	0	3+1+0	4
MBA 104	Core Course (CC)	STATISTICS FOR MANAGERIAL DECISION MAKING	3	1	0	3+1+0	4
MBA 105	Core Course (CC)	BUSINESS ETHICS AND CSR	3	1	0	3+1+0	4
MBA 106	Core Course (CC)	BUSINESS COMMUNICATION	3	0	2	3+0+2	4
MBA 107	Core Course (CC)	COMPUTER APPLICATIONS	3	0	2	3+0+2	4
MBA 108	Core Course (CC)	COMPREHENSIVE VIVA-VOCE	0	0	8	0+0+8	4
NON CREDIT	Non-CGPA Credit Courses (NCCC)	PD AND QUANTITATIVE APTITUDE	2	0	4	2+0+4	0
		Total					32
SEMESTER –II							
COURSE CODE	Course type	COURSE	L	T	P	L+T+P	CREDIT
						(hrs)	
MBA 201	Core Course (CC)	MARKETING MANAGEMENT	3	1	0	3+1+0	4
MBA 202	Core Course (CC)	ORGANIZATIONAL BEHAVIOUR	3	1	0	3+1+0	4
MBA 203	Core Course (CC)	RESEARCH METHODOLOGY	3	0	2	3+0+2	4
MBA 204	Core Course (CC)	OPERATIONS RESEARCH	3	1	0	3+1+0	4
MBA 205	Core Course (CC)	FINANCIAL MANAGEMENT	3	1	0	3+1+0	4
MBA 206	Core Course (CC)	BUSINESS ENVIRONMENT	3	1	0	3+1+0	4
MBA 207	Core Course (CC)	HUMAN RESOURCE MANAGEMENT	3	1	0	3+1+0	4
MBA 208	Core Course (CC)	COMPREHENSIVE VIVA-VOCE	0	0	8	0+0+8	4
Non Credit	Non-CGPA Credit Courses (NCCC)	VALUE ADDED COURSES ELECTIVE* VAC	0	0	8	0+0+8	0
		(M01/F01/H01/IT01/E01)					
		Total					32

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SEMESTER – III

COURSE CODE	Course type	COURSE	L	T	P	L+T+P	CREDIT
						(hrs)	
MBA 301	Core Course (CC)	TOTAL QUALITY MANAGEMENT	3	1	0	3+1+0	4
MBA 302	Generic Elective Course (GEC)	GENERIC ELECTIVES (ANY ONE OF THE OFFERED ELECTIVES - GE 01/GE 02/ GE 03/GE 04)	3	1	0	3+1+0	4
MBA 303	Core Course (CC)	BUSINESS LEGISLATIONS	3	1	0	3+1+0	4
MBA 304	Discipline Specific Elective Course (DSEC)	SPECIALIZATION GROUP - I ELECTIVE*01 (MK01/FM01/HR01)	3	1	0	3+1+0	4
MBA 305	Discipline Specific Elective Course (DSEC)	SPECIALIZATION GROUP - I ELECTIVE*02 (MK02/FM02/HR02)	3	1	0	3+1+0	4
MBA 306	Discipline Specific Elective Course (DSEC)	SPECIALIZATION GROUP - II ELECTIVE*01 (MK01/FM01/HR01)	3	1	0	3+1+0	4
MBA 307	Discipline Specific Elective Course (DSEC)	SPECIALIZATION GROUP - II ELECTIVE*02 (MK02/FM02/HR02)	3	1	0	3+1+0	4
MBA 308	Core Course (CC)	SUMMER TRAINING VIVA-VOCE	0	0	8	0+0+8	4
Non Credit	Non-CGPA Credit Courses (NCCC)	REASONING & APTITUDE					0
		Total					32

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SEMESTER – IV

COURSE CODE	Course type	COURSE	L	T	P	L+T+P	CREDIT
						(hrs)	
MBA 401	Core Course (CC)	STRATEGIC MANAGEMENT	3	1	0	3+1+0	4
MBA 402	Generic Elective Course (GEC)	GENERIC ELECTIVES (ANY ONE OF THE OFFERED ELECTIVES - GE 05/GE 06/ GE 07/GE 08)	3	1	0	3+1+0	4
MBA 403	Core Course (CC)	MANAGEMENT INFORMATION SYSTEM	3	1	0	3+1+0	4
MBA 404	Discipline Specific Elective Course (DSEC)	SPECIALIZATION GROUP - I ELECTIVE*03 (MK03/FM03/HR03)	3	1	0	3+1+0	4
MBA 405	Discipline Specific Elective Course (DSEC)	SPECIALIZATION GROUP - I ELECTIVE*03 (MK04/FM04/HR04)	3	1	0	3+1+0	4
MBA 406	Discipline Specific Elective Course (DSEC)	SPECIALIZATION GROUP - II ELECTIVE*03 (MK03/FM03/HR03)	3	1	0	3+1+0	4
MBA 407	Discipline Specific Elective Course (DSEC)	SPECIALIZATION GROUP - II ELECTIVE*04 (MK04/FM04/HR04)	3	1	0	3+1+0	4
MBA 408	Core Course (CC)	RESEARCH PROJECT REPORT VIVA VOCE	0	0	8	0+0+8	4
Mandatory Non-CGPA elective		MOOC					
		Total					32

GRAND TOTAL OF ALL THE SEMESTERS

Semesters	Semester 1	Semester 2	Semester 3	Semester 4		
Credits	32	32	32	32		
Grand Total of Credits	128					

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Non-CGPA Credit Courses

1.	MBA M01	DIGITAL MARKETING COURSES	II
2.	MBA F01	NAL ACADEMY COURSES	II
3.	MBA H01	HUMAN RESOURCE MANAGEMENT COURSES	II
4.	MBA IT01	MS OFFICE / SAP COURSES	II
5.	MBA E01	EXPORT PROCEDURE & DOCUMENTATION	II

*The Non-CGPA Credit Courses are available to MBA II Semester Students. Students have to select anyone Non-CGPA Credit Courses from the above list.

Non-CGPA Elective: Massive Open Online Courses (MOOC)

The students can opt up to 4 credits out of the recognized MOOC (Massive Open Online Courses) platforms. Each such Course must be of minimum 2 credits.

SPECIALIZATION GROUPS

SPECIALIZATION GROUP	FINANCIAL MANAGEMENT (FM)	SEMESTER
MBA FM 01	FINANCIAL MARKETS AND SERVICES	III
MBA FM 02	SECURTIY ANALYSIS AND PORTFOILO MANAGEMENT	III
MBA FM 03	PROJECT APPRAISAL AND FINANCE	IV
MBA FM 04	FINANCIAL RISK MANAGEMENT	IV

SPECIALIZATION GROUP	MARKETING MANAGEMENT (MK)	SEMESTER
MBA MK 01	CONSUMER BEHAVIOUR	III
MBA MK 02	SALES AND DISTRIBUTION MANAGEMENT	III
MBA MK 03	BRANDING AND INTEGRATED COMMUNICATION	IV
MBA MK 04	SERVICE MRKETING AND RETAIL MANAGEMENT	IV

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SPECIALIZATION GROUP	HUMAN RESOURCE MANAGEMENT (HRM)	Semester
MBA HRM 01	HUMAN RESOURCE DEVELOPMENT AND ORGANIZATIONAL DEVELOPMENT	III
MBA HRM 02	LEGAL FRAMEWORK GOVERNING INDUSTRIAL RELATIONS	III
MBA HRM 03	COMPENSATION PLANNING	IV
MBA HRM 04	TALENT MANAGEMENT	IV

GENERIC ELECTIVES III SEM

MBA GE 01	PRODUCTION AND OPERATIONS MANAGEMENT	III
MBA GE 02	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	III
MBA GE 03	SUPPLY CHAIN MANAGEMENT	III
MBA GE 04	FINANCIAL ECONOMETRICS	III

GENERIC ELECTIVES IV SEM

MBA GE 05	Marketing analytics	IV
MBA GE 06	HR analytics	IV
MBA GE 07	Financial analytics	IV
MBA GE 08	Business Analytics	IV

*The course is a dual specialization course. Students have to select two specialization streams for dual specialization and select two papers from each stream in Semester III and Semester IV in the given order.

The Scheme of Assessment (including Marks of Sessionals, minimum Pass Marks, Division of Examination) & Scheme of Promotion to next Semester will be Governed by Ordinance 168 A of Jiwaji University Gwalior (Based on 14 A of Devi Ahilya Vishwavidyalaya; As Approved by the Coordination Committee in its meeting held on 25/10/2017 and Adopted by Devi Ahilya Vishwavidyalaya in its EC meeting held on 04/12/2017)

MBA PROGRAM OUTCOMES

- PO1:** Apply knowledge of management theories and practices to solve business problems
- PO2:** Foster Analytical and critical thinking abilities for data-based decision making
- PO3:** Develop Value based Leadership ability for decision making
- PO4:** Inculcate the capability to understand, analyze and communicate global, economic, legal, and ethical aspects of business
- PO5:** Better Equipped on completion of the MBA program with communication skills and work across different business sectors

