

KBN COLLEGE (Autonomous) :: PG CENTRE**PG DEPARTMENT OF BUSINESS ADMINISTRATION (The MBA Programme)****MBA COURSE STRUCTURE I SEMESTER**

Course Code	Course Name	Teaching Hours/ week			Core / IDC/DSE/ SEC/OEC/ MOOCS	Internal Marks	Externa l Marks	No. of Credit s
		Lecture	Practical	Tutorial				
R22MBA101	Management Process & Organizational Behavior	4	0	0	Core	30	70	4
R22MBA102	Managerial Economics	4	0	0	Core	30	70	4
R22MBA103	Business Environment and Business Laws	4	0	0	Core	30	70	4
R22MBA104	Financial Reporting and Analysis	3	0	1	Core	30	70	4
R22MBA105	Business Analytics for Managerial Decision Making	3	0	1	Core	30	70	4
R22MBA106	Managerial Communication	2	0	1	Core	30	70	3
R22MBA107	Personality Development through Life Enlightenment Skills	2	0	1	Core	30	70	3
LAB/PRACTICAL/FIELD WORK								
R22MBA108	MS Excel & Accounting Tally	0	4	0	Core	30	70	2
Total for First Semester		22	4	4	-	240	560	28

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MBA COURSE STRUCTURE II SEMESTER

Course Code	Course Name	Teaching Hours/ week			Core / IDC/DSE/ SEC/OEC / MOOCS	Internal Marks	External Marks	No. of Credits
		Lecture	Practical	Tutorial				
R22MBA201	Marketing Management	4	0	0	Core	30	70	4
R22MBA202	Human Resource Management	4	0	0	Core	30	70	4
R22MBA203	Financial Management	4	0	0	Core	30	70	4
R22MBA204	Entrepreneurship & Small Business Management	2	0	1	Core	30	70	3
R22MBA205	Research Methodology & IPR	2	0	1	Core	30	70	3
R22MBA206	Operations Research	3	0	1	Core	30	70	4
Domain Specific Elective Courses (Choose any one)								
R22MBA207(I)	Leadership and Change Management	4	0	0	DSE	30	70	4
R22MBA207(II)	Consumer Behavior	4	0	0	DSE	30	70	4
R22MBA207(III)	Cost and Management Accounting	4	0	0	DSE	30	70	4
LAB/PRACTICAL/FIELD WORK								
R22MBA208	Selling & Negotiation skills	0	4	0	Core	30	70	2
Total for Second Semester		23	4	3	-	240	560	28

At the end of 2nd semester, every student must undergo summer Internship / Apprenticeship / Project work / Industrial Training / Research based Project work for Six weeks and must prepare a report concerned as per approved project guidelines and submit the same to the College 14 days before the commencement of third semester end examinations.

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MBA COURSE STRUCTURE III SEMESTER

Course Code	Course Name	Teaching Hours/ week			CORE / IDC/DSE/ SEC/OEC/ MOOCS	Internal Marks	External Marks	No. of Credits
		Lecture	Practical	Tutorial				
R22MBA 301	Strategic Management	3	0	0	Core	30	70	3
DOMAIN SPECIFIC ELECTIVE COURSES (CHOOSE ANY FIVE)								
R22MBA302(I)	B2B Marketing	4	1	0	DSE	30	70	4
R22MBA302(II)	Product & Brand Management	4	1	0	DSE	30	70	4
R22MBA302(III)	Digital Marketing	4	1	0	DSE	30	70	4
R22MBA302(IV)	Customer Relationship Management	4	1	0	DSE	30	70	4
R22MBA302(V)	Human Resource Planning and Development	4	1	0	DSE	30	70	4
R22MBA302(VI)	Performance & Reward Management	4	1	0	DSE	30	70	4
R22MBA302(VII)	Managerial Competencies and Employee Development	4	1	0	DSE	30	70	4
R22MBA302(VIII)	Behavioral Finance	4	1	0	DSE	30	70	4
R22MBA302(IX)	Security Analysis and Portfolio Management	4	1	0	DSE	30	70	4
R22MBA302(X)	Management of Banks and Financial Institutions	4	1	0	DSE	30	70	4
LAB/PRACTICAL/FIELD WORK								
R22MBA303	Crisis Management Skills	0	4	0	Core	30	70	2
OPEN ELECTIVE (INTER DISCIPLINARY/MULTIDISCIPLINARY) COURSES (CHOOSE ANY ONE)								
R22MBA304(I)	Stress Management	3	0	0	OEC	30	70	3
R22MBA304(II)	Design Thinking	3	0	0	OEC	30	70	3
R22MBA304(III)	IT for Managers	3	0	0	OEC	30	70	3
R22MBA304(IV)	Managing the Self & Leading Others	3	0	0	OEC	30	70	3
R22MBA304(V)	Total Quality Management	3	0	0	OEC	30	70	3
TOTAL FOR THIRD SEMESTER		26	9	-	-	240	560	28

Note: As per Discussions with University professors in the BOS we selected stress management as an open elective subject

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MBA COURSE STRUCTURE IV SEMESTER

Course Code	Course Name	Teaching Hours/ week			CORE / IDC/DSE/ SEC/OEC/ MOOCS	Internal Marks	External Marks	No. of Credits
		Lecture	Practical	Tutorial				
22MBA 401	International Business	3	0	0	Core	30	70	3
DOMAIN SPECIFIC ELECTIVE COURSES (CHOOSE ANY FIVE)								
2MBA402(I)	Strategic Marketing	4	1	0	DSE	30	70	4
22MBA402(II)	Sales and Distribution Management	4	1	0	DSE	30	70	4
22MBA402(III)	Retail Management	4	1	0	DSE	30	70	4
22MBA402(IV)	Service Operations Management	4	1	0	DSE	30	70	4
22MBA402(V)	Strategic HRM	4	1	0	DSE	30	70	4
22MBA402(VI)	Industrial Relations and Labour Legislations	4	1	0	DSE	30	70	4
22MBA402(VII)	Human Resource Analytics	4	1	0	DSE	30	70	4
22MBA402(VIII)	International Financial Management	4	1	0	DSE	30	70	4
22MBA402(IX)	Strategic Tax Management	4	1	0	DSE	30	70	4
22MBA402(X)	Financial Derivates	4	1	0	DSE	30	70	4
ENTREPRENURAL & INNOVATION/IT SKILL RELATED TO DOMAIN SPECIFIC ELECTIVE COURSES (CHOOSE ANY ONE)								
22MBA404 (I)	Banking Technology Managemnt	3	1	0	SEC	30	70	3
22MBA404 (II)	E-Business	3	1	0	SEC	30	70	3
22MBA404 (III)	Knowledge Management	3	1	0	SEC	30	70	3
* CHOOSE MOOCS FROM SWAYAM/NPTEL SOURCES								
MOOCS								4
PROJECT WORK EVALUATION AND VIVA-VOCE						100		4
TOTAL FOR FOURTH SEMESTER		26	8	-	-	240	660	34

Note: