

Department of Management

Humanities & Social science courses

Program Name: MBA
BoS Approval date: 21 NOV 2020

S.No.	Couse Name	L	T	P	C
1	ENTREPRENEURSHIP DEVELOPMENT	4	1	0	4
2	HUMAN VALUES AND PROFESSIONAL ETHICS	2	0	0	2
Total:		6	01	0	8


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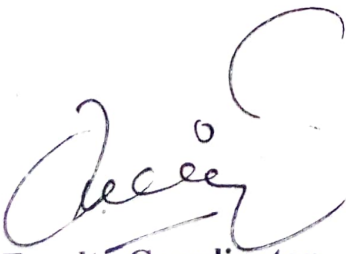

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Curriculum Analysis (Course Category)

Regulation: MBA 2020

Category	L	T	P	C
Ability Enhancement Compulsory Course (AECC)	10	2	0	10
Skill Enhancement Elective (SEE)	4	1	14	14
Discipline Specific Course (DSC)	35	8	0	34
General Elective Course (GSC)	6	2	2	8
Cross Cutting Course (CCC)	4	1	0	4
Discipline Specific Electives (DSE)	288	77	126	288
TOTAL	349	91	142	368


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AECC COURSES LIST

Regulation: MBA 2020

Course Name	L	T	P	C
MBA103 COMPUTING TECHNIQUE	2	0	0	2
MBA107 QUANTITATIVE SKILLS	4	1	0	4
MBA303 ENTREPRENEURAL DEVELOPMENT & INNOVATION	4	1	0	4
TOTAL	10	02	00	10


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Skill Enhancement Elective (SEE) Courses List

Regulation: MBA 2020

Course Name	L	T	P	C
MBA106 MANAGERIAL COMMUNICATION SKILL	0	0	3	2
MBA207 DIGITAL MARKETING	4	1	0	4
MBA151 MS – OFFICE LAB	0	0	3	2
MBA152 MANAGERIAL COMMUNICATION LAB	0	0	3	2
MBA251 R – LAB	0	0	2	2
MBA252 WRITTEN ANALYSIS AND COMMUNICATION LAB	0	0	3	2
TOTAL	04	01	14	14



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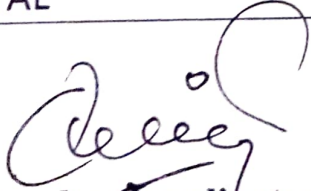
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Discipline-Specific Course List

Regulation: MBA 2020

Course Name	L	T	P	C
MBA101 MANAGEMENT MICRO & MACRO	4	1	0	4
MBA102 MARKET SCIENCE	4	1	0	4
MBA104 RECORDING & ANALYSIS OF BUSINESS OPERATIONS	4	1	0	4
MBA105 MICRO ECONOMICS & ECONOMIC PLANNING	4	1	0	4
MBA201 MANAGEMENT SCIENCE	3	0	0	2
MBA203 IDENTIFICATION, ADDITION AND DELIVERY OF VALUE	4	1	0	4
MBA204 ECONOMICS OF HUMAN RESOURCES	4	1	0	4
MBA206 FINANCIAL DECISION Making	4	1	0	4
MBA301 STRATEGIC MANAGEMENT	4	1	0	4
TOTAL	35	08	00	34


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Generic Elective Courses List

Regulation: MBA 2020

Course Name	L	T	P	C
MBA202 MARKET INTELLIGENCE	4	1	0	4
MBA302 EVENT MANAGEMENT	2	1	2	4
TOTAL	06	02	02	08


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Cross Cutting Courses List

Regulation: MBA 2020

Course Name	L	T	P	C
ENTREPRENEURSHIP DEVELOPMENT	4	1	0	4
TOTAL	04	01	00	04


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Discipline Specific Elective List (Marketing)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA316 Sales And Distribution	4	1	0	4
MBA317 Service Management	4	1	1	4
MBA318 Marketing Of Financial Services	4	1	2	4
MBA319 Personal Selling Lab	4	1	2	4
MBA416 CB AND IMC	4	1	1	4
MBA417 Rural Marketing	4	1	2	4
MBA418 International Marketing	4	1	3	4
MBA419 Marketing Analytics	4	1	4	4
TOTAL	32	08	15	32



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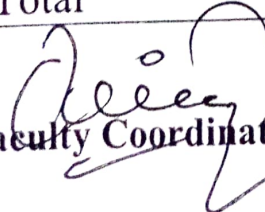
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Discipline-Specific Elective List (Human Resource Management)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA321 Organizational Diagnosis & Development	4	1	0	4
MBA322 Training & Development And Competency Mapping	4	1	0	4
MBA323 Current Trends & Cases In Human Resource Management	4	1	1	4
MBA421 Employee Welfare And Labour Legislation	4	1	1	4
MBA422 Strategic Human Resource Management	4	1	2	4
MBA423 Performance Appraisal And Compensation Management	4	1	3	4
MBA424 HR Analytics	4	1	4	4
Total	28	07	11	28


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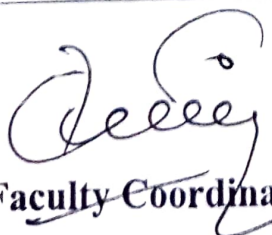

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Discipline Specific Elective List (FINANCE)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA311 Tax Planning and Management	4	1	0	4
MBA312 Security Analysis & Portfolio Management	4	1	0	4
MBA313 Technical Analysis Of Financial Markets	4	1	1	4
MBA411 Corporate Restructuring	4	1	1	4
MBA412 Banking Operations Management	4	1	2	4
MBA413 Financial Market & Services	4	1	3	4
MBA414 Mutual Fund	4	1	4	4
MBA415 Business Valuation And Risk Management	4	1	5	4
TOTAL	32	08	17	32


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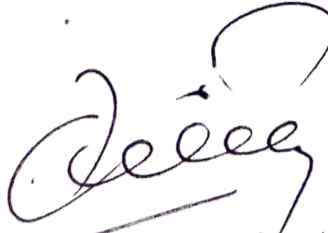
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Discipline Specific Elective List (Information Technology)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA336 Business Intelligence And Data Mining	4	1	0	4
MBA337 E-Commerce	4	1	0	4
MBA338 Artificial Intelligence In Business Applications	4	1	1	4
MBA436 Big Data Analytics	4	1	1	4
MBA437 IT Project Management	4	1	2	4
MBA438 Data Communication And Networking Security	4	1	3	4
MBA439 Machine Learning & Cognitive Intelligence Using Python	4	1	4	4
TOTAL	28	07	11	28


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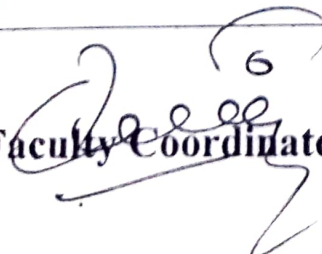
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Discipline Specific Elective List (International Business)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA326 International Business	4	1	0	4
MBA327 EXIM Procedure & Documentation	4	1	0	4
MBA328 Global Competitiveness And Strategic Alliances	4	1	1	4
MBA426 International Financial Management	4	1	1	4
MBA427 Environment & Global Competitiveness	4	1	2	4
MBA428 Global Logistics & Supply Chains	4	1	3	4
MBA429 International Marketing	4	1	4	4
TOTAL	28	07	11	28

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Discipline Specific Elective List (International Business)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA326 International Business	4	1	0	4
MBA327 EXIM Procedure & Documentation	4	1	0	4
MBA328 Global Competitiveness And Strategic Alliances	4	1	1	4
MBA426 International Financial Management	4	1	1	4
MBA427 Environment & Global Competitiveness	4	1	2	4
MBA428 Global Logistics & Supply Chains	4	1	3	4
MBA429 International Marketing	4	1	4	4
TOTAL	28	07	11	28


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Discipline Specific Elective List (Project Management)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA371 Project Formulation And Appraisal	4	1	0	4
MBA372 Construction Planning, Scheduling And Control	4	1	0	4
MBA471 Construction Personnel Management	4	1	1	4
MBA472 Construction Project Management	4	1	2	4
MBA473 Project Safety Management	4	1	3	4
TOTAL	20	05	06	20


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Discipline Specific Elective List (Health Care Management)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA351 Hospital Planning	4	1	0	4
MBA352 Medical Terminology And Procedures	4	1	0	4
MBA353 Information Technology In Pharma And Healthcare	4	1	1	4
MBA451 Hospital Administration	4	1	1	4
MBA452 Laws Related To Hospital And Medical Services	4	1	2	4
MBA453 Healthcare And Administration Of Clinical And Non-Clinical Services	4	1	3	4
MBA454 Entrepreneurship In Pharma And Healthcare	4	1	4	4
Total	28	07	11	28


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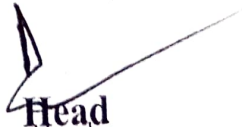
Discipline Specific Elective List (Retail Management)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA341 Retail Science	4	1	0	4
MBA342 Pricing And Branding	4	1	0	4
MBA343 Retail Credit Management Lending & Recovery	4	1	1	4
MBA441 International Retailing	4	1	1	4
MBA442 Merchandising And Mall Management	4	1	2	4
MBA443 Acquiring, Maintaining And Retaining Customer	4	1	3	4
MBA444 Retail Analytics	4	1	4	4
Total	28	07	11	28


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Discipline Specific Elective List
(Rural & Agricultural Management)

Regulation: MBA 2020

Course Name	L	T	P	C
MBA376 Rural Economy	4	1	0	4
MBA377 Basics Of Rural And Agricultural Marketing	4	1	0	4
MBA378 ICT For Agriculture Management	4	1	1	4
MBA476 Distribution Strategies For Rural And Agricultural Marketing	4	1	1	4
MBA477 Evolution Of Agricultural Marketing In India	4	1	2	4
MBA478 Rural And Agricultural Financing	4	1	3	4
MBA479 Agri – Entrepreneurship	4	1	4	4
Total	28	07	11	28


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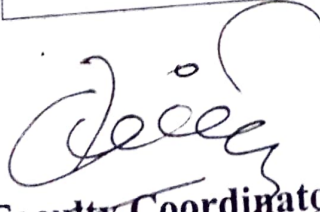
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Faculty of Management (MBA)


**Discipline Specific Elective List (HOSPITALITY & TOURISM
MANAGEMENT (HTM))**

Regulation: MBA 2020

Course Name	L	T	P	C
MBA331 Introduction To Tourism Industry	4	1	0	4
MBA332 Hospitality And Tourism Planning	4	1	0	4
MBA333 Revenue Management	4	1	1	4
MBA431 Travel Agency And Tour Operators	4	1	1	4
MBA432 Hospitality Information System	4	1	2	4
MBA433 Tourist Products Design And Destination Development	4	1	3	4
MBA434 Strategic Hospitality Management	4	1	4	4
Total	28	07	11	28


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