

**REGULATIONS GOVERNING
FOR
MASTER OF BUSINESS ADMINISTRATION DEGREE (MBA)
OF
RANI CHANNAMMA UNIVERSITY, BELAGAVI**
(Two year full time MBA Programme)
Under
Choice Based Credit System (CBCS)
(2015-16 Onwards)



Post Graduate Department of Business Administration
Rani Channamma University, Belagavi
Vidyasangama-591156

Phone No.: 0831-2565209 Email: rcudba@gmail.com Website: www.rcub.ac.in

RANI CHANNAMMA UNIVERSITY, BELAGAVI

RANI CHANNAMMA UNIVERSITY, BELAGAVI

Regulations Pertaining to TWO YEAR FULL TIME MBA PROGRAMME Choice Based Credit System (CBCS)

I. Title

These regulations shall be cited as RANI CHANNAMMA UNIVERSITY regulations governing Two year Full Time Master of Business Administration (MBA) Programme divided into four semesters at the Post Graduate Level in the Faculty of Management.

II. Extent of Application

These regulations shall apply to the Post Graduate Programme in Management (MBA) approved by Rani Channamma University, Belagavi and by other competent authorities as per the existing norms. The Programme may be run on the University campus or the location as decided by the University Authorities and to all affiliated colleges approved by the University and other competent authorities.

These regulations come into force from the date of approval by the competent authorities.

III. Definitions:

In these Regulations, unless otherwise mentioned:

- a. "University", "University Area", "College" "Teachers" and "Principal" shall bear the same meaning as assigned to them under Sec.2 of the Karnataka State Universities Act-2000 and as amended from time to time. However in case of affiliated colleges/Institutes the word "Principal" means the "Director" and "Teachers" means only Rani Channamma University approved faculty members. University approved Teachers are those who have been selected by a Selection Committee constituted as per the approved guidelines of competent authorities and those who have been appointed following all the norms for selection of these teachers and placed on a regular scale.
- b. Post - Graduate Programs means Master's Degree Course in Management (MBA)
- c. "Student" means the student admitted to Post-Graduate Programme in management.
- d. "Degree" means Post-Graduate Degree i.e., MBA.
- e. "Board of Studies" means P.G. Board of studies in management of the University, Steering Committees of Diploma Programs in the discipline/subjects concerned.
- f. "Academic Council" means Academic Council of Rani Channamma University established according to the KSU Act, 2000.
- g. "Fee" means the Tuition fee prescribed by the University for the Post-Graduate Program in Management from time to time.

- h. “Compulsory Courses” means fundamental papers which the student admitted to a particular Post-Graduate Programme should successfully complete to receive the Post-Graduate Degree in Management i.e. MBA and which cannot be substituted by any other course.
- i. “Specialization Papers” means advanced papers and departmental choices that student can opt as a special paper under a particular Department only
- j. “Credit” means the unit by which the course work is measured. For this Regulation, one Credit means one hour of teaching work or two hours of practical work per week. Normally a Semester shall be of 16 weeks duration in any given academic year; As regards the marks for the courses, 1 Credit is equal to 25 marks, 2 credits is equal to 50 marks, 3 credits is equal to 75 marks and 4 credits is equal to 100 marks as used in conventional system.
- k. “Grade” is an index to indicate the performance of a student in the selected course. These Grades are arrived at by converting marks scored in each subject by the Examinations. Each course carries a prescribed number of credits. These grades are awarded for each subject after conversion of the marks and after completion of the examinations in each semester.
- l. “Grade Point Average” or GPA refers to an indication of the performance of student in a given semester. GPA is the weighted average of all Grades a student gets in a given semester. The GPA depends on the number of courses a student takes and the grades awarded to him/her for each of the subjects.
- m. “Cumulative Grade Point Average” or CGPA refers to the cumulative Grade Point Averages weighted across all the semesters and is carried forward. The calculations of the GPA, CGPA is shown at the end of this regulation.

IV. Minimum Eligibility for Admission and Admission Procedure:

- a. The Students who have successfully completed the three-year/four-year Degree course or any other Degree course of this University or of any other University recognized as equivalent thereto by this University shall be eligible for admission to the Post Graduate Program under Rani Channamma University Program provided they also satisfy the eligibility conditions like percentage of marks etc as may be prescribed by the competent authorities.
- b. The admission procedure for the courses in the Faculty of Management shall be as outlined below:

Norms prescribed by the Rani Channamma University

- i. Admission to the MBA Programme shall be as per the Government of Karnataka and other central or State level Competent Authority order or guidelines.
- ii. All eligible candidates seeking admission to MBA are required to fulfill the prescribed eligibility criteria.
- iii. All the admission to Post Graduate department of Management Studies and affiliated colleges shall be made as per the prescribed norms through a state level counseling based on PG CET, the reservations rules based on the seat matrix as announced by the competent authority.

V. Duration of the Programme:

The Programme of study for the Post-Graduate Degree shall normally extend over a period of two academic years, each academic year comprising of two semesters, and each semester comprising of sixteen week of class work. No student shall normally be permitted to obtain Degree earlier than four semesters and the student shall complete the course within three years (Six Terms) from the date of admission to the first semester of Post-Graduate Programme i.e., MBA. However the student shall be permitted to carry over all the 1st year courses to the second year.

VI. Medium of Instruction:

The medium of instruction shall be English for all subjects.

VII. Total Credits:

- a. There shall be three categories of courses viz., Compulsory Course, Specialization Course, and Open Elective Course. The open electives are the university approved courses offered by other departments of Rani Channamma University.
- b. Each course shall have a definite Course objective, Eligibility criterion for taking the course, Scheme of Evaluation including the components of Internal Assessment (IA) marks, Projects(if any), the number of contact hours, type of practical and the prescribed Credits.
- c. The course shall have 2 credits and also 4 credits subjects. The students shall compulsorily undertake an internship project after the completion of the second semester. The project will lead to a dissertation and the credits for this shall be 4 and will be a part of the total credits in the 2nd semester. And an activity based project shall be taken up by the students during the fourth semester which is for 2 credits.
- d. A student shall qualify for the Degree in Management- MBA under the Faculty of Management; he/she should have registered and cleared a minimum number of 108 credits, which is indicated in the table. The details of the Minimum Number of Credits a student is expected to take to qualify for a Degree in a specific School/Department is mentioned below in paragraph XI
- e. Total credits of MBA Programme is 108

VIII Course Structure:

- a. The students of Post-Graduate Programme shall study the courses as may be approved and prescribed by the Academic Council of the University from time to time.
- b. Each course (paper) in this system is designed carefully to include Lectures / Tutorials / Laboratory Work / Seminars/ Project work / Practical Training / Report Writing / Viva-voce etc., to meet effective teaching and learning needs.
- c. The normal calendar for the semester shall be issued by the University every year before the commencement of the first semester.

IX Attendance:

- a. Each paper shall be taken as a unit for the purpose of calculating the attendance.
- b. Each student will have to sign and mark his attendance for every hour of teaching of each paper. At the end of every month all teachers shall notify the attendance of every student on the Notice Board of the Department during 2nd week of every month. Chairman shall certify the fulfillment of required attendance of every candidate in the Examination Form.
- c. A student shall be considered to have satisfied the requirement of attendance for each paper, if he/she has attended not less-than 75% of the number of classes held up to the end of the semester including tests, seminars, group discussions, practical, tutorials, etc.
- d. However, if a student represents his/her institution, University, State or Nation in sports, NCC, NSS or Cultural or any other officially sponsored activities, he/she shall be eligible to claim the attendance for the actual number of days participated subject to a maximum of 20 days in a semester based on the specific recommendations of the Head of the Institution or Department concerned.
 - i. This facility shall also be extended to the students who were absent due to accident/serious illness leading to actual hospitalization. Their period of absence will be treated as present for calculation of attendance subject to approval of the concerned teacher and the Head of the Department.
 - ii. In the case of students, selected to participate in the national level events, he/she shall be eligible to claim attendance for actual number of days participated subject to a maximum of 20 days in a semester based on the specific recommendation of the Head of the Institution of Department concerned.
 - iii. A student who does not satisfy the requirements of attendance shall not be permitted to take the examination of that paper/s. All such students shall repeat that paper in the subsequent year as regular student at his/her own risk and will have to make up for the loss of attendance by attending classes as regular student. All his prior Internal Assessment marks in the concerned subject shall be cancelled and he will have to appear for his Internal Assessment Tests again for the concerned paper/s.

XI. Duration of Theory and Practical Papers

- a. Each theory course covered under the compulsory category, specialization category and open elective category will be taught 2 hours per week and also 4 hours per week

depending on the credit allocation. The general duration of the Semester is 16 weeks. But the actual number of classes may not be 64 hours.

- b. The project topics/field work assignments shall be finalized and given to each student before the end of 2nd Semester, and during the 4th Semester.
- c. The following Table tentatively shows the distribution of theory and practical (hrs and credits) per semester per week.

Table 1- Semester-Wise Credit Distribution

Category	Minimum Credits to be covered in				Total credits to be earned
	I-Sem	II-Sem	III-Sem	IV- Sem	
Compulsory Subjects	26	12	08	04	50
Specialization Subjects	--	08	16	12	36
Open Elective	--	04	04	--	08
Internship Project (Industrial)	--	04	--	02	06
Skill Development Series	02	02	02	02	08
Total	28	30	30	20	108

Skill Development Series: Skill Development Programme Shall be conducted over all four Semester.

The Details are as under:

I Semester: **Soft Skill**

II Semester: **Technology Skill**

III Semester: **Employability Skill**

IV Semester: **Studies in Indian Values and Management**

XII Course Weightage: Course Weightage would be equal to the number of credits awarded to the particular course. For instance, if the Compulsory Course has a Credit award of 4, then the appropriate Weightage for the course would be 4.

XIII Evaluation:

- a. Each of the Course would have two components- the first being Internal Assessment Marks and the second being the Semester End Exams. The Internal Assessment (IA) marks are based on continuous internal assessment. The total marks for the Internal Assessment would be based on the total credit awarded to the Course. For instance if a Compulsory Course has a Credit award of 4, then the total max marks would be 100 for the subject. Out of the total marks of 100 for such a course, 20 marks shall be earmarked for continuous Internal Assessment (IA) and remaining 80 marks for the Semester end

examination. For instance if a Course has a Credit award of 2, then the total max marks would be 50 for the subject. Out of the total marks of 50 for such a course, 10 marks shall be earmarked for continuous Internal Assessment (IA) and remaining 40 marks for the Semester end examination.

Internship:

b. Internal Evaluation Method is developed to evaluate the performance of the student undergoing internship Project. The internal assessment will be done by company Guide as well as Internal Guide as per the prescribed format. 20% of weightage (combined together) assigned by company Guide and Internal Guide will be the Internal Assessment Marks. Therefore, the Examiner has to evaluate Project report for 30 marks only. The Internal Assessment Marks (out of 20) should be added to project Report Marks to be awarded by the Examiner, making the total Project Report Evaluation Marks equaling to 50 marks. Internship project work, the distribution of marks will be 50 marks dissertation (30 marks external + 20 marks internal) and 50 marks for viva-voce.

c. The distribution of internal marks will be as follows.

- | | |
|---|----------|
| 1) Attendance | 03 Marks |
| 2) 2 tests* (6+6) | 12 Marks |
| 3) Assignment, projects or outbound program
Case analysis, Seminar | 05 Marks |

20 Marks

Note: *The faculty has freedom to conduct presentation and give projects instead of tests

- d. Marks of all the tests shall be taken into account for the compilation of grades. The marks list should be notified in the department notice board before 13th week and shall be submitted to the Registrar evaluation before 15th week of every semester.
- e. The marks shall be displayed on the Notice Board of the Department also. The tests shall be written in a separately designated book and after evaluation the same should be shown to students.
- f. In case of candidates who wish to appear in improvement examinations, if any, the marks obtained in the Internal Assessment shall not be revised. There is no improvement for internal assessment.
- g. There shall be one semester end examination of 3 hrs duration for 80 marks/ paper. Similarly 1 ½ hours duration for 40 marks/paper.
- h. All students of MBA Program are required to fill in his/her exam forms and appear and pass in the semester-end examination in each of the courses/subject relevant to his/her program. If he/she is absent for any semester end examination for any subject/s, marks awarded will be zero. However, if any student has filled in his examination form and not appeared for any/all the subjects, he/she shall be awarded zero marks and declared as "fail" in those subjects. Such candidates who have failed can appear for the supplementary examinations as and when announced by the University.

- i. The answer scripts of the odd semester-end examinations (Semester I & III) will be evaluated by a panel examiners approved by the university and there will be single evaluation.
- j. The answer scripts of the even semester-end examinations (Semester II & IV) will undergo double evaluation and will be evaluated by a panel of examiners approved by the University. If the difference in marks between two evaluations exceeds 20% of the maximum marks such script shall be assessed by a third examiner.

XIV. Internship Project (IP):

All MBA students have to undertake one implant training with a business or service organization after 2nd Semester. The training shall be of 60 days duration in any Manufacturing Industry, Services Industry, NGO and Social Projects. The program will have an orientation program for 15 days followed by a detailed project on a problem identified by the organization.

The following rules and regulations apply to Internship Project (IP).

- a) The student will have one guide (external) from the Institute/College and one internal guide from the host organization identified for Training. If it's the social projects then the internal and external guide shall be the internal guide only.
- b) At the end of the 60 days of Internship, the student has to submit a detailed project work (hard copy in A4 size hard bound computer print out; not less than 70 pages and not exceeding 150 pages including all annexure along with a soft copy on a CD preferably on MS Word or equivalent.
- c) Project Reports will be examined by a Panel of Examiners constituted by the University.
- d) Internal Evaluation Method is developed to evaluate the performance of the student undergoing internship Project. The internal assessment will be done by company Guide as well as Internal Guide as per the prescribed format. 20% of weightage (combined together) assigned by company Guide and Internal Guide will be the Internal Assessment Marks. Therefore, the Examiner has to evaluate Project report for 30 marks only. The Internal Assessment Marks (out of 20) should be added to project Report Marks to be awarded by the Examiner, making the total Project Report Evaluation Marks equaling to 50 marks. Internship project work, the distribution of marks will be 50 marks dissertation (30+20) and 50 marks for viva-voce
- e) All the students completing Implant training will have to attend a viva voce to be conducted by panel of examiners for 50 marks.

XV. BOARD OF EXAMINERS AND VALUATION:

- a. A panel of Examiners for MBA shall be prepared by the BOE. The Panel will contain both Internal and External examiners. Internal examiners will be all P.G. teachers (including P.G. teachers from sister departments) and only selected teachers from the list of University approved teachers from all affiliated colleges offering MBA programme.

- b. A Board of Examiners will be constituted by the BOE which will scrutinize and approve the question paper set by the paper setter selected from a Panel of Examiners.
- c. All papers will be set by a panel of examiners approved by Board of Studies.
- d. In case more than 20% of the papers in respect to any subject needs to be evaluated by the third valuer, then such answer scripts shall be valued by the Board of Examiners on the date to be notified by the Chairperson of the Board of Examiners and the marks awarded by the Board shall be final and binding.
- e. Generally, first valuation will be done by internal examiners and second valuation will be done by External examiners.

XVI. Challenge Evaluation:

A student who desires to challenge the marks awarded to him/her may do so by submitting an application along with the fee prescribed by the University from time to time, to the Registrar (Evaluation) within 15 days from the date of announcement of the result. The challenge valuation script may be sent to the external examiner. The average of the marks awarded in the challenge valuation and the marks out of earlier evaluations whichever is nearer to the challenge valuation shall be the final award.

XVII. Completion of Course:

- a) A candidate is expected to successfully complete MBA course within three years from the date of first admission.
- b) Whenever the syllabus is revised, the candidate reappearing shall be allowed for PG degree examinations only according to the new syllabus.
- c) The CBCS scheme for MBA is fully carry-over system. However, the four-semester two years course should be completed by a student within three years. For these periods, candidate may be permitted to take examination in cross semester (even semester examination in even and odd semester examination in odd semester examination) after paying the examination fee as prescribed by the University from time to time.

XVIII. Declaration of Results:

- a) Minimum for a pass in each paper shall be 40% of the total 100 marks including both the IA and the semester end examinations. However he should obtain at least 40% of the marks in the Semester End Examination. There is no minimum in the IA marks. However after adding the IA and the semester end examinations, the candidates should score a minimum of 50% of the maximum marks for the subject.
- b) The candidates, seeking improvement of their results shall submit a representation along with a permissible fee to the Registrar (Evaluation) and surrender the degree certificate/provisional pass certificate/original marks cards of that semester within 15 days of announcement of result.

XIX. Marks and Grading:

The grading of successful candidate at the examination shall be as follows-

Percentage marks	GPA/CGPA	Letter	Class
75.00 to 100.00%	7.50 to 10.00	O	First Class with Distinction
60.00 to 74.90%	6.00 to 07.49	A	First Class
50.00 to 59.94%	5.00 to5.99	B	Second Class
Less than 50.00%	Less than 5.00	F	Fail

XX. Grading of the Students:

The Grade Point Average (GPA) shall be given to each candidate based on students' performance during the semester- which includes both the IA and the semester end exams. The GPA of each semester should be carried to next semester as Cumulative Grade Point Average (CGPA) an illustration is given below:

Grade Points

Name: XYZ

Semester I

Registration No:

Name of the subject	Course Code	Credit	Maximum Marks	Marks Obtained	Semester Grade Point	Credit Points
Business Data Analysis	1001	04	100	70	07.00	28.00
Corporate Communications	1002	04	100	80	08.00	32.00
Entrepreneurship Development	1003	02	50	30	03.00	6.00
Fundamentals of Management & Human Resources	1004	04	100	50	05.00	20.00
Fundamentals of Marketing	1005	04	100	60	06.00	24.00
Management Accounting	1006	04	100	70	07.00	28.00
Managerial Economics	1007	04	100	90	09.00	36.00
Soft Skills	1008	02	50	40	04.00	8.00
Total		28				182

Semester I GPA = $182/28 = 6.5$

Likewise if the GPA's for various semesters is calculated and is as follows:

Semester	Max Credits	Credits Opted	Credit Points	GPA
First	28	28	182	6.5
Second	30	30	190	6.33
Third	30	30	200	6.67
Fourth	20	20	150	7.5

$$\begin{aligned}
\text{Cumulative Grade Point Average} &= \frac{\text{Credit points of I Sem} + \text{II Sem} + \text{III Sem} + \text{IV Sem}}{\text{Credits of I Sem} + \text{II Sem} + \text{III Sem} + \text{IV Sem}} \\
&= \frac{(182+190+200+150)}{(28+30+30+20)} \\
&= \frac{722}{108} \\
&= 6.68
\end{aligned}$$

XXI. Conduct of Odd & Even Semester examination

- (i) All students of MBA programme are required to fill in his/her exam forms and appear and pass in the semester end examination in each of the courses/subject relevant to his/her programme. If he/she is absent for any semester end examination for any subject/s, marks awarded will be zero. However, if any has filled in his examination form and not appeared for any/all the subjects, he/she shall be awarded zero marks and declared as “fail” in all those subjects. Such candidates who have failed can appear for the supplementary examinations as and when announced by the University.
- (ii) University shall conduct semester end examinations i.e. I, II, III and IV semester for MBA. The examinations will be conducted and answer scripts will be evaluated by the University approved examiners (BOE approved examiners). The question papers will be set by Panel of examiners approved by BOE. The concerned P.G. Department or affiliated college is required to send the consolidated marks (IA+ Semester end marks indicated separately) for announcement of results. The final marks card for all semester’s examination shall be issued by the Rani Channamma University.

XXII. MISCELLANEOUS:

Tuition fees for the course as prescribed by the University/ Govt. / Competent Authority. The tuition and all other fees paid once will not be refunded. The Directions, Orders, Notifications issued by the University Authorities in respect of matters not covered by these Regulations shall be final, provided they are in conformity with the provisions of the Karnataka State Universities Act-2000 and the ordinances, statutes, Regulations and Rules made there under.

RANI CHANNAMMA UNIVERSITY, BELGAUM

MBA COURSE STRUCTURE 2015 ONWARDS

MBA I SEMESTER

Sl. No	Name of the subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours Per Week	Credit
1	Business Data Analysis	1001	20	80	100	04	04
2	Corporate Communications	1002	20	80	100	04	04
3	Entrepreneurship Development	1003	10	40	50	02	02
4	Fundamentals of Management & Human Resources	1004	20	80	100	04	04
5	Fundamentals of Marketing	1005	20	80	100	04	04
6	Management Accounting	1006	20	80	100	04	04
7	Managerial Economics	1007	20	80	100	04	04
8	Soft Skills	1008	10	40	50	02	02
	Total						28

MBA II SEMESTER

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours Per Week	Credit
1	Business Research Methods	2001	20	80	100	04	04
2	Macro Business Environment	2002	10	40	50	02	02
3	Organizational Behaviour & Advance Human Resources Management	2003	10	40	50	02	02
4	Operation Management	2004	20	80	100	04	04
5	Technology Skill	2005	10	40	50	02	02
6	Specialization Subjects	A student has to choose any two or more paper which accumulates to 08 credits of specialization subject					08
7	Open Elective Course						04
8	Internship Project	To be taken up after the second semester final examination for 60 days					04
	TOTAL						30

ADVANCED BUSINESS MANAGEMENT SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours Per Week	Credit
1	Hospitality Management	2006	20	80	100	04	04
2	Operations Research	2007	20	80	100	04	04
3	Managing Micro Small & Medium Enterprises	2008	20	80	100	04	04
4	New Venture Creation	2009	20	80	100	04	04

FINANCE SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours Per Week	Credit
1	Advanced Cost Management	2010	20	80	100	04	04
2	Corporate Finance	2011	20	80	100	04	04
3	Social Banking & Micro Finance	2012	20	80	100	04	04

HUMAN RESOURCE SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours	Credit
1	Learning And Development	2013	20	80	100	04	04
2	Strategic Human Resources Management	2014	20	80	100	04	04
3	Talent Management	2015	20	80	100	04	04

MARKETING SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours	Credit
1	Consumer Behaviour	2016	20	80	100	04	04
2	Sales Management	2017	20	80	100	04	04
3	Service Marketing	2018	20	80	100	04	04

Open Elective: Open elective offered by the Department of Business Administration to other students of the University during II semester

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours	Credit
1	Concepts of Management	2019	20	80	100	04	04
2	Entrepreneurship Development	2020	20	80	100	04	04

MBA III SEMESTER

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours	Credit	
1	Strategic Management	3001	20	80	100	04	04	
2	Total Quality Management	3002	20	80	100	04	04	
3	Employability Skills	3003	10	40	50	02	02	
4	Specialization Subjects	A student has to choose papers which accumulates to 16 credits of specialization subject						16
5	Open Elective Course						04	
	Total						30	

ADVANCE BUSINESS MANAGEMEN SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours	Credit
1	Family Business Management	3004	20	80	100	04	04
2	Nurturing Business Venture	3005	20	80	100	04	04
3	Productivity Management	3006	20	80	100	04	04
Two Credit Papers							
4	Advanced Hospitality Management	3007	10	40	50	02	02
5	Agri-Business Management	3008	10	40	50	02	02
6	Health-Care Management	3009	10	40	50	02	02
7	NGO Management	3010	10	40	50	02	02
8	Social Entrepreneurship	3011	10	40	50	02	02

FINANCE SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours	Credit
1	Banking Management	3012	20	80	100	04	04
2	Derivatives Markets	3013	20	80	100	04	04
3	Financial Markets & Institutions	3014	20	80	100	04	04
4	Foreign Exchange Market	3015	20	80	100	04	04
5	Investment Analysis & Portfolio Management	3016	20	80	100	04	04
6	Investment Risk Management & Financial Ethics	3017	20	80	100	04	04
7	Tax Planning & Management-I	3018	20	80	100	04	04

HUMAN RESOURCE SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours per week	Credit
1	Employee Engagement & Inter personal Effectiveness	3019	20	80	100	04	04
2	Global Human Resources Management	3020	20	80	100	04	04
3	Industrial & Employee Relations	3021	20	80	100	04	04
4	Knowledge Management & Human Resources and Information System	3022	20	80	100	04	04
5	Organization design & Development	3023	20	80	100	04	04
6	Performance Management System	3024	20	80	100	04	04

MARKETING SPECIALISATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours per week	Credit
1	Advertising Management	3025	20	80	100	04	04
2	International Marketing Management	3026	20	80	100	04	04
3	Retailing Management	3027	20	80	100	04	04
4	Strategic Brand Management	3028	20	80	100	04	04
Two Credit Papers							
5	Cause Related Marketing	3029	10	40	50	02	02
6	Distribution & Logistics Management	3030	10	40	50	02	02
7	Legal Aspects of Marketing	3031	10	40	50	02	02
8	Strategic Marketing Management	3032	10	40	50	02	02

Open Elective: Open elective offered by the Department of Business Administration to other students of the University, in III semester

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours per week	Credit
1	Soft Skills for Employability	3033	20	80	100	04	04
2	Small Scale Industry Management	3034	20	80	100	04	04

MBA IV SEMESTER

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours per week	Credit	
1	Management Control System	4001	20	80	100	04	04	
2	Project Work (Activity Based Learning)	4002	10	40	50	02	02	
3	Studies In Indian Values and Management	4003	10	40	50	02	02	
4	Specialization Subjects	A student has to choose papers which accumulates to 12 credits of specialization subject						12
	Total						20	

ADVANCED BUSINESS MANAGEMENT SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours Per Week	Credit
1	Innovation and Technology Management	4004	20	80	100	04	04
2	Supply Chain Management	4005	20	80	100	04	04
Two Credit Papers							
3	Enterprise Resource Planning	4006	10	40	50	02	02
4	Managing Business Growth	4007	10	40	50	02	02
5	Tourism and Travel Management	4008	10	40	50	02	02
6	Value Analysis and Management	4009	10	40	50	02	02

FINANCE SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours Per Week	Credit
1	Corporate Financial Restructuring	4010	20	80	100	04	04
2	Insurance Management	4011	20	80	100	04	04
3	International Financial Management	4012	20	80	100	04	04
4	Management of Mutual Funds	4013	20	80	100	04	04
5	Merchant Banking & Financial Services	4014	20	80	100	04	04
6	Tax Planning & Management-II	4015	20	80	100	04	04

HUMAN RESOURCE SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours Per Week	Credit
1	Change Management & Leadership	4016	20	80	100	04	04
2	Compensation Management	4017	20	80	100	04	04
3	Counseling and Stress Management	4018	20	80	100	04	04
Two Credit Papers							
4	Competency Mapping	4019	10	40	50	02	02
5	Contemporary Developments in HRM	4020	10	40	50	02	02
6	Human Resources Analytics	4021	10	40	50	02	02

MARKETING SPECIALIZATION

Sl. No.	Name of the Subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours Per Week	Credit
1	Business to Business Marketing	4022	20	80	100	04	04
2	E-Marketing	4023	20	80	100	04	04
3	Rural Marketing	4024	20	80	100	04	04
Two Credit Papers							
4	Agricultural Product Marketing	4025	10	40	50	02	02
5	Customer Relationship Management	4026	10	40	50	02	02
6	Event Marketing and Management	4027	10	40	50	02	02