

MBA COURSE STRUCTURE (R16)

Th: Theory T: Tutorial, P: Practical C: Credits

I YEAR I SEMESTER

Code	Subject	Approach	Th	T/P	C	MARKS	
						INT	EXT
A91001	Management & Organizational Behavior	Overview and Cases	4	1	3	25	75
A91002	Business Environment	Overview and Cases	4	1	3	25	75
A91003	Financial Accounting & Analysis	Overview & Problem Solving	4	1	3	25	75
A91004	Managerial Economics	Overview and Cases	4	1	3	25	75
A91005	Statistics For Management	Overview and Problem Solving	4	1	3	25	75
A91006	Business Communication	Overview and Cases	4	1	3	25	75
A91007	Computer Applications in Business	MS Office (Lab)	0	3	2	25	75
OPEN ELECTIVE –I		Theory	4	0	3	25	75
A91008	Cross Cultural Management						
A91009	WTO & IPR						
A91010	Total Quality Management						
A91011	Project Management						
TOTAL			28	9	23	200	600
TOTAL CREDITS AND MARKS					23	800	



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I YEAR II SEMESTER

Code	Subject	Approach	Th	T/P	C	MARKS	
						INT	EXT
A92001	Human Resource Management	Overview and Cases	4	1	3	25	75
A92002	Quantitative Analysis for Business Decision	Overview and Problem Solving	4	1	3	25	75
A92003	Financial Management	Overview & Problem Solving	4	1	3	25	75
A92004	Marketing Management	Overview and Cases	4	1	3	25	75
A92005	Business Ethics & Corporate Governance	Overview and Cases	4	1	3	25	75
A92006	Management Information System	Overview and Cases	4	1	3	25	75
A92007	Open Elective-// Banking, Insurance & Risk Management	Overview and Cases	4	1	3	25	75
A92008	Foreign Trade						
A92009	Logistics & Supply Chain Management						
A92010	MSME Management						
A92201	Industry Analysis Report - Seminar	Using CMIE Prowess Database / Annual Reports of Companies, Industry SWOT, PEST and contribution to various areas like GDP etc. & MS-Excel and working in any organization during summer	0	3	2	50	
TOTAL			28	10	23	225	525
TOTAL CREDITS & MARKS					23	750	

II YEAR I SEMISTER

Code	Subject	Approach	Th	T/P	C	MARKS	
						Internal	External
A93001	Production & Operations Management	Overview and Cases	4	1	3	25	75
A93002	Strategic Management	Overview and Cases	4	1	3	25	75
A93003	Research Methodology	Overview and Applications	4	1	3	25	75
Core Elective	Elective 1	Overview and Cases	4	1	3	25	75
Core Elective	Elective 2	Overview and Cases	4	1	3	25	75
Core Elective	Elective 3	Overview and Cases	4	1	3	25	75
A93201	Business Best Practices –Seminar	Internet & Interaction with Executives		3	2	50	
TOTAL			24	9	20	200	450
TOTAL CREDITS AND MARKS					20	650	


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II YEAR II SEMISTER

Code	Subject	Approach	Th	T/P	C	MARKS	
						INT	EXT
A94001	Entrepreneurship Concepts and Cases	Overview and Cases	4	1	3	25	75
Core Elective	Elective 4	Overview and Cases	4	1	3	25	75
Core Elective	Elective 5	Overview and Cases	4	1	3	25	75
Core Elective	Elective 6	Overview and Cases	4	1	3	25	75
A94201	Success Stories of Entrepreneurs-Seminar	Field Visit		3	2	50	
Main Project Work							
A94202	Stage-I :Pre Submission Project & Viva				2	50	
A94203	Stage-II: Final Project Report & Viva				4	40	60
A94204	Comprehensive Viva-Voce				2		100
TOTAL			16	7	22	240	460
TOTAL CREDITS & MARKS					22	700	

Core elective streams (choose any one stream subjects as core elective)

MARKETING ELECTIVES

Core Electives	Semester	Code
Consumer Behavior	II Year I Semester	A93004/M
Sales and Distribution	II Year I Semester	A93005/M
Integrated Marketing Communications	II Year I Semester	A93006/M
Retailing Management	II Year II Semester	A94002/M
Services Marketing	II Year II Semester	A94003/M
International Marketing	II Year II Semester	A94004/M

FINANCE ELECTIVES

Core Electives	Semester	Code
Strategic Management Accounting	II Year I Semester	A93004/F
Security Analysis and Portfolio Management	II Year I Semester	A93005/F
Financial Institutions, Markets & Services	II Year I Semester	A93006/F
Strategic Investment and Financing Decisions	II Year II Semester	A94002/F
International Financial Management	II Year II Semester	A94003/F
Financial Derivatives	II Year II Semester	A94004/F

HR ELECTIVES

Core Electives	Semester	Code
Performance Management	II Year I Semester	A93004/H
Training and Development	II Year I Semester	A93005/H
Management of Industrial Relations	II Year I Semester	A93006/H
Compensation & Reward Management	II Year II Semester	A94002/H
International Human Resource Management	II Year II Semester	A94003/H
Leadership & Change Management	II Year II Semester	A94004/H


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A93003: RESEARCH METHODOLOGY

Objective: To understand the research methodology and basic statistical tools for analysis and interpretation of quantitative and qualitative data.

UNIT-I: Introduction to Business Research: meaning-Scope and Significance Characteristics of Good Research-Types of Research-Research Process-Research Design: Features of good Design-Identifying Research Problem-Concepts, Constructs, Variables, Proposition.

UNIT-II: Hypothesis: Meaning-Sources-Types-Role of Hypothesis Formulation Qualitative Research-Process-Qualitative Research Methodologies-Quantitative Research – Measurement-Meaning-Need- Errors in Measurement.

UNIT-III: Sampling Design: Meaning- concepts-Steps in Sampling-Criteria for Good Sample Design-Types of Sample Designs-Probability and Non Probability Samples Sample Size Determination-Data collection: Types of Data-Sources-Tools for Data Collection – Constructing Questionnaire-Reliability & Validity-Pilot Study-Data Pre Processing-Coding and Editing Data Analysis: Exploratory, Descriptive and Inferential Analysis.

UNIT-IV: Test of Significance: Assumptions about Parametric and Non Parametric Test-Non Parametric Test-How to select a test-U-Test, Kruskal Wallisign test Correlation and Regression analysis.

Unit-V: Multivariate Analysis: Factor Analysis, Cluster Analysis, MDS. Interpretation Meaning- Techniques of Interpretation-Report Writing- Significance-Steps in Report Writing- Types of Reports-Layout of Report-Precautions for Writing Report- Norms for using tables, Charts And Diagrams, Appendix: -Norms for using Index and Bibliography.

References:

1. C.R Kothari Gaurav Garg. Research Methodology (Methods and Techniques) New Age International Publishers, 3rd edition, 2014.
2. Donald R. Cooper and Pamela S.Schindler, “Business Research Methods”TMH, 9thEdition,2007.
3. William G.zigmund, Business Research Methods, Cengage Learning India Pvt Ltd.2006
4. Naresh K Malhotra,” Marketing Research: An Applied Orientation,” Pearson Education a. 4th Edition, 2004.
5. Rao K.V.Research“Methods for Management and Commerce”, Sterling Publishers, 1993.
6. Uma Sekharan,” Research Methods for Business”, Wiley India Publications, 4th Edition-2009.