

**MBA (W.e.f June 2013-14)**

I Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
MBA-1	M-209	(A) Principles of management	√	√	√	√				8	100
	M-210	(B) Human Resources Management									
MBA-2	M-207	(A) Principles of Economic	√	√	√					8	100
	M-212	(B) Financial Management									
MBA-3	M-213	(A) Accounting and Financial Analysis	√	√	√					8	100
	M-214	(B) Business Law									
MBA-4	M-215	Organizational Behavior	√	√		√				4	100
MBA-5	M-216	(A) Operations Research	√	√	√	√	√			8	100
	M-217	(B) Research Methodology									
MBA-6	M-218	Marketing Management	√	√		√				4	100
MBA-7	M-203	(A) Business Communication	√	√	√	√	√	√		8	100
	C-115	(B) Computer Fundamental									
MBA-8	M-219	(A) Production & Operation Management	√	√	√	√				8	100
	M-206	(B) Business Statistics									
<b>Total</b>									<b>56</b>	<b>800</b>	

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
MBA-9	M-234	(A) Supply Chain Management	√	√	√	√				8	100
	C-118	(B) Management Information System									
MBA-10	M-235	(A) Strategic Management	√	√	√	√	√			4	100
	M-246	(B) Entrepreneurship Development									
MBA-11	M-236	Project Management	√	√	√					6	100
MBA-12	M-230	(A) Consumer Behaviour & Advertising Management	√	√	√	√				8	100
	M-247	(B) Corporate Governance, Values & Ethics									
MBA-13	-	Specialization 1 Subject 1	√	√	√					6	100
MBA-14	-	Specialization 1 Subject 2	√	√	√					6	100
MBA-15	-	Specialization 2 subject 1	√	√	√					6	100
MBA-16	-	Specialization 2 Subject 2	√	√	√					6	100
MBA-17		Research Project report & viva voce			√	√		√	√	15	300
MBA-18		Written cases analysis Studies	√		√	√				5	100
<b>Total</b>										<b>76</b>	<b>1200</b>

**Specialization Subjects (MBA dual Specialization)**

Specialization	SLM Code	Name of Subject
HRM	M-238	Personal Growth and Training & Development
	M-239	Industrial Relations & Labour Enactment
Marketing Management	M-240	Sales & Distribution management
	M-241	Retail Management
Financial Management	M-242	Management of working capital
	M-243	Security Analysis and Investment Management
IT	C-111	System Analysis & Design
	C-117	Internet & E-Commerce
Production & Operation	M-244	Material Management
Management	M-245	Maintenance Management

**MBA (Fashion Technology Management)**

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIIL		
MBA-13	M-264	Apparel Manufacturing Technology	√	√	√					6	100
MBA-14	M-265	Apparel Marketing Merchandising	√	√	√					6	100
MBA-15	M-266	Fabric Production and Processing	√	√	√	√				6	100
MBA-16	M-267	Fashion General Theory	√	√	√					6	100
<b>Total</b>									<b>24</b>	<b>400</b>	

**MBA Hospital Administration**

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIIL		
MBA-13	M-256	Hospital Operation-I	√	√	√		√			6	100
MBA-14	M-257	Health Laws and Policies	√	√	√					6	100
MBA-15	M-258	Hospital Information System	√	√	√		√			6	100
MBA-16	M-259	Materials Management	√	√	√					6	100
<b>Total</b>									<b>24</b>	<b>400</b>	

### MBA (Hotel & Tourism Management)

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
MBA-13	M-260	Eco Tourism	√	√	√					6	100
MBA-14	M-261	Advance Front Office	√	√	√					6	100
MBA-15	M-262	Food & Beverage Service	√	√	√					6	100
MBA-16	M-263	Travel&Tourism Management	√	√	√					6	100
<b>Total</b>									<b>24</b>	<b>400</b>	

### MBA (Pharmaceutical Marketing)

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
MBA-13	M-253	Advances in Pharmaceutical Marketing	√	√	√	√				6	100
MBA-14	M-254	Pharmaceutical Formulation Design and Development	√	√	√					6	100
MBA-15	M-255	Standardization and Stabilization Methods	√	√	√					6	100
MBA-16	M-248	Pharmaceutical Marketing	√	√	√		√			6	100
<b>Total</b>									<b>24</b>	<b>400</b>	

### MBA Telecom Management

II Year			Instructional System								
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL	Credits	Marks
MBA-13	M-249	Marketing of telecom products	√	√	√		√			6	100
MBA-14	M-250	Telecom Technologies and Networking Techniques	√	√	√					6	100
MBA-15	M-251	Management of Telecommunication Systems	√	√	√					6	100
MBA-16	C-117	Internet & E-commerce	√	√	√		√			6	100
<b>Total</b>										<b>24</b>	<b>400</b>