

Program Structure/Syllabus Credit Scheme of MBA (CBCS)

SEMESTER- I

Sr no.	Course Title	Course Name	Code	Credits
1	Core	Managerial Economics	SOMB1001	4
2	Core	Financial Accounting	SOMB1002	4
3	Core	Entrepreneurship	SOMB1003	4
4	Core	Organizational Behaviour	SOMB1004	4
5	Core	Marketing Management	SOMB1005	4
6	Foundation	Creativity Decoded	SOMB1006	4
7	Open Elective	Any one course from the list of Open Electives		2
		Total credit hours		26

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Code	Credits
1	Open Elective	Digital and Technological Solutions	SOOE1001	2
2	Open Elective	Functional English-1	SOOE1002	2

SEMESTER- II

Sr No.	Course Title	Course Name	Code	Credits
1	Core	Financial Management	SOMB2001	4
2	Core	Marketing Research	SOMB2002	4
3	Core	Consumer Behaviour	SOMB2003	4
4	Core	Human Resource Management	SOMB2004	4
5	Core	Statistics for Management	SOMB2005	4
6	Foundation	Business Ethics and Values	SOMB2006	4
7	Core	Research Project-I	SOMB2007	4
8	Open Elective	Any one course from the list of Open Electives		2
		Total credit hours		30

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Code	Credits
1	Open Elective	Introduction to Editing	SOOE1004	2
2	Open Elective	Functional English-2	SOOE1005	2
3	Open Elective	Critical Thinking and Problem Solving	SOOE1006	2

SEMESTER- III

Sr. No.	Course Title	Course Name	Code	Credits
1	Core	Legal Aspects of Business	SOMB3001	4
2	Foundation	Saying it with presentations and charts	SOMB3002	4
3	Elective I	Major Specialization (Any one course from the list of major specialization)		4
4	Elective II	Major Specialization (Any one course from the list of major specialization)		4
5	Elective III	Minor Specialization (Any one course from stream other than major specialization)		4
6	Core	Internship (8Weeks)	SOMB3003	6
7	Open Elective	Any one course from the list of Open Electives		2
		Total credit hours		28

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Code	Credits
1	Open Elective	Acing the Interviews through AI	SOOE1007	2
2	Open Elective	World Literature	SOOE1008	2
3	Open Elective	Introduction to Editing	SOOE1009	2

SEMESTER- IV

Sr. No.	Course Title	Course Name	Code	Credits
1	Core	Strategic management	SOMB4001	4
2	Foundation	Conflict Management	SOMB4002	4
3	Elective I	Major Specialization (Any one course from the list of major specialization)		4
4	Elective II	Major Specialization (Any one course from the list of major specialization)		4
5	Elective III	Minor Specialization (Any one course from stream other than major specialization)		4
6	Core	Research project-II	SOMB4003	4
7	Open Elective	Any one course from the list of Open Electives		2
		Total credit hours		26

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Code	Credits
1	Open Elective	Effective Negotiations	SOOE1010	2
2	Open Elective	Computer Programming	SOOE1011	2
3	Open Elective	New Media	SOOE1012	2

List of Specialization (Electives):

Finance:

Semester III:

Sr no.	Course Name	Code	Credits
1	Security Analysis & Valuation	SOMB(F)1001	4
2	Capital Markets & Institutions	SOMB(F)1002	4
3	Financial Statements Analysis	SOMB(F)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Portfolio and Wealth Management	SOMB(F)1004	4
2	Financial Derivatives	SOMB(F)1005	4
3	Techniques for Financial Decisions	SOMB(F)1006	4

Marketing:

Semester III:

Sr no.	Course Name	Code	Credits
1	Digital marketing	SOMB(M)1001	4
2	Integrated Marketing Communications	SOMB(M)1002	4
3	Service Marketing	SOMB(M)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Global Retail	SOMB(M)1004	4
2	Supply Chain Management	SOMB(M)1005	4
3	Sales Management	SOMB(M)1006	4

Human Resource Management

Semester III:

Sr no.	Course Name	Code	Credits
1	Organizational Development & Change Management	SOMB(HR)1001	4
2	HR Planning and Recruitment	SOMB(HR)1002	4
3	Global HRM	SOMB(HR)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Training and Development	SOMB(HR)1004	4
2	Competency Mapping and Assessment	SOMB(HR)1005	4
3	Industrial Relations and Labor Codes	SOMB(HR)1006	4

Data Science

Semester III:

Sr no.	Course Name	Code	Credits
1	Machine Learning and Predictive Analytics	SOMB(DS)1001	4
2	Data Mining and Text Analytics	SOMB(DS)1002	4
3	Data Visualization and Communication	SOMB(DS)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Advanced Statistics	SOMB(DS)1004	4
2	Big Data Analytics and Technologies	SOMB(DS)1005	4
3	Data Ethics and Privacy	SOMB(DS)1006	4

Business Analytics

Semester III:

Sr no.	Course Name	Code	Credits
1	Marketing Analytics	SOMB(BA)1001	4
2	Financial Analytics	SOMB(BA)1002	4
3	Data Visualization and Communication	SOMB(BA)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Supply Chain Analytics	SOMB(BA)1004	4
2	Human Resource Analytics	SOMB(BA)1005	4
3	Data Ethics and Privacy	SOMB(BA)1006	4

Operations:

Semester III:

Sr no.	Course Name	Code	Credits
1	Supply Chain Management	SOMB(OP)1001	4
2	Quality Management	SOMB(OP)1002	4
3	Operations Strategy	SOMB(OP)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Project Management	SOMB(OP)1004	4
2	Lean Operations	SOMB(OP)1005	4
3	Operations Analytics	SOMB(OP)1006	4

Communications:

Semester III:

Sr no.	Course Name	Code	Credits
1	Strategic Communications	SOMB(CM)1001	4
2	Public Relations	SOMB(CM)1002	4
3	Advertising and Brand Management	SOMB(CM)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Digital and Social Media Marketing	SOMB(C)1004	4
2	Corporate Communications	SOMB(C)1005	4
3	Communication Ethics and Law	SOMB(C)1006	4

Digital Marketing:

Semester III:

Sr no.	Course Name	Code	Credits
1	Content Marketing	SOMB(DM)1001	4
2	Email Marketing	SOMB(DM)1002	4
3	Digital Advertising	SOMB(DM)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Customer Relationship Management (CRM)	SOMB(DM)1004	4
2	User Experience (UX) Design	SOMB(DM)1005	4
3	Mobile App Marketing	SOMB(DM)1006	4

Tourism:

Semester III:

Sr no.	Course Name	Code	Credits
1	Sustainable Ecotourism	SOMB(T)1001	4
2	Destination Marketing	SOMB(T)1002	4
3	Tourism – Principles, Policies & Practices	SOMB(T)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Tourism Marketing	SOMB(T)1004	4
2	Travel Agency & Tour Operations Management	SOMB(T)1005	4
3	E-Distribution in Tourism	SOMB(T)1006	4

Agri-Business:

Semester III:

Sr no.	Course Name	Code	Credits
1	Agricultural Finance	SOMB(A)1001	4
2	Agricultural Marketing	SOMB(A)1002	4
3	Food Supply Chain Management	SOMB(A)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Sustainable Agriculture	SOMB(A)1004	4
2	Agri-Tech Innovation	SOMB(A)1005	4
3	Rural Development	SOMB(A)1006	4

Retail:

Semester III:

Sr no.	Course Name	Code	Credits
1	Retail Management	SOMB(RM)1001	4
2	Retail Marketing	SOMB(RM)1002	4
3	IT Application in Retail	SOMB(RM)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Store Operations	SOMB(RM)1004	4
2	E-commerce and Omnichannel Retailing	SOMB(RM)1005	4
3	Retail Supply Chain Management:	SOMB(RM)1006	4

Biotech:

Semester III:

Sr no.	Course Name	Code	Credits
1	Biotech Entrepreneurship	SOMB(BT)1001	4
2	Biotech Marketing	SOMB(BT)1002	4
3	Biotech Operations Management	SOMB(BT)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Regulatory Affairs	SOMB(BT)1004	4
2	Biotech Intellectual Property	SOMB(BT)1005	4
3	Biotech Ethics	SOMB(BT)1006	4

Foodtech:

Semester III:

Sr no.	Course Name	Code	Credits
1	Food Entrepreneurship	SOMB(FT)1001	4
2	Food Product Development	SOMB(FT)1002	4
3	Food Supply Chain Management	SOMB(FT)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Food Safety and Quality Assurance	SOMB(FT)1004	4
2	Food Marketing and Branding	SOMB(FT)1005	4
3	Food Waste Management	SOMB(FT)1006	4

Banking and Insurance:

Semester III:

Sr no.	Course Name	Code	Credits
1	Financial Risk Management	SOMB(BI)1001	4
2	Investment Banking	SOMB(BI)1002	4
3	Insurance Law and Regulation	SOMB(BI)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Financial Planning and Wealth Management	SOMB(BI)1004	4
2	Banking Operations and Technology	SOMB(BI)1005	4
3	Insurance Analytics	SOMB(BI)1006	4

Financial Markets:

Semester III:

Sr no.	Course Name	Code	Credits
1	Financial Derivatives	SOMB(FM)1001	4
2	Investment Analysis and Portfolio Management	SOMB(FM)1002	4
3	Fixed Income Securities	SOMB(FM)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Financial Markets and Institutions	SOMB(FM)1004	4
2	Trading Strategies and Market Microstructure	SOMB(FM)1005	4
3	Financial Risk Management	SOMB(FM)1006	4

Pharma and Health Care:

Semester III:

Sr no.	Course Name	Code	Credits
1	Healthcare Management	SOMB(PH)1001	4
2	Pharmaceutical Marketing and Sales	SOMB(PH)1002	4
3	Health Economics	SOMB(PH)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Biotechnology and Drug Development	SOMB(PH)1004	4
2	Healthcare Information Systems	SOMB(PH)1005	4
3	Medical Devices and Technology	SOMB(PH)1006	4

Strategy and Consulting:

Semester III:

Sr no.	Course Name	Code	Credits
1	Corporate Strategy	SOMB(SC)1001	4
2	Management Consulting	SOMB(SC)1002	4
3	Business Analytics and Decision Making	SOMB(SC)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Organizational Design and Change Management	SOMB(SC)1004	4
2	International Business and Global Strategy	SOMB(SC)1005	4
3	Innovation and Entrepreneurship	SOMB(SC)1006	4

Logistics and supply chain management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Supply Chain Planning and Control	SOMB(LS)1001	4
2	Transportation and Logistics Management	SOMB(LS)1002	4
3	Inventory and Warehouse Management	SOMB(LS)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Procurement and Supplier Management	SOMB(LS)1004	4
2	Supply Chain Analytics	SOMB(LS)1005	4
3	Global Logistics and Trade	SOMB(LS)1006	4