

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

MBA PROGRAMME

(Revised Curriculum - 2018)

Objective

To conduct business and industry - oriented MBA Programme following AICTE Model Curriculum for Management (MBA & PGDM), 2018.

Course

- Two - Year full-time MBA course (Four - Semester).
- Minimum number of class room contact teaching for MBA/PGDM programme should be 96 credits (one credit equals 10 hours) and Internship / Project should be 06 credits i.e., Total 96 + 06 = 102 credits.
- Specialization: Students can opt for any two functional specializations (One Major Area and one Minor Area) from Marketing, Finance, HRM, Operations Management, Healthcare Management, MIS and Business Analytics
- Each Paper = 4 credits (40 contact hours), 6 Papers / Semester
- Marks per paper: 100 (70 - University, 30 - College)

Course Structure

➤ Regular Course

Semester	Paper	Credit (1=4 credit)	Contact Hrs. (1 = 10 hrs.)
I (C*)	6	24	240
II (C*)	6	24	240
III (2 C*+4 E**)	6	24	240
Internship/Project #	2	6	60
IV (6 E**)	6	24	240
Course Total	26	102	1020

(# Project: Project Paper + Presentation + Viva)

(C*: CORE PAPERS/E**: ELECTIVE PAPERS)

- **On - Line Courses** (Non-credit, Paper & Marks to be mentioned in the Mark sheet)
 - Total : 4(1/Semester)
 - Weightage : 4 Credits / Paper = 04 X 4 = 16 credits
 - Courses (any 4): Environment Sciences, Indian Society & Culture, Indian Constitution, Entrepreneurship, English Communication, Data Mining, E-Commerce, Agri-Business, Hospitality Management, Small Business Management, Corporate Social Responsibility.

- **Total Credits:**

Regular	:	102
On-Line (Non-Credit)	:	16

Session

- July - December (Odd Semesters / 1st& 3rd)
- January - June (Even semesters / 2nd& 4th)
- Class / Day : 5 hrs / Day (5 days week)
- Project Work : after 2ndSem Examination, June & July (8 Weeks)

Examination System (Semester - Wise)

- Total Marks = 100 (University - 70, College - 30)
- Internal (College level) : Weightage : 30 (20-Class Test, 10-Presentation & Viva)
- Paperwise Class Test = 2 Tests / every Six weeks
- Average of 2 internal tests (2 components - Test, Presentation& Viva)
- External (University Level) : 70 (20 = MCQ, 20 = Short Q, 30 = Analytical Q and Cases)
- Semester Grade Point Average : SGPA
- Yearly Grade Point Average: YGPA
- Degree Grade Point Average : DGPA
- Odd Semester (1st& 3rd) Examination : 1st Week of December
- Even Semester (2nd& 4th) Examination : 1st Week of May
- Project Marks (100) : Project Report (50), Presentation (30), Viva (20)
- Passmarks : 40 per paper, 50% aggregate

Teaching Methodology

Lecture, Discussion, Presentation, Case Studies, Group Task, Assignments, Projects, Special Lectures by industry professionals.

Internship / Project

Six to Eight weeks Internship Project in industry. Students will be required to submit a Project Report on any area of Elective courses (**Finance, Marketing, HRM, Operations Management, Business Analytics, MIS, Healthcare Management**) under the Faculty guidance. The Project will be examined on Project Report, Presentation and Viva.

General Guidelines

- ❖ This MBA curriculum will be applicable from the academic year 2018 – 19.
- ❖ All rules and regulations regarding admission, examination, registration, migration and others shall be according to MAKAUT norms.

CURRICULUM

Core Courses (Six/ Semester)

Semester - I

MB - 101	Managerial Economics (Micro)
MB - 102	Organizational Behaviour
MB - 103	Business Communication
MB - 104	Legal and Business Environment (Micro and Macro)
MB - 105	Indian Ethos and Business Ethics
MB - 106	Quantitative Techniques

Semester - II

MB - 201	Indian Economy and Policy
MB - 202	Financial Reporting, Statements and Analysis
MB - 203	Marketing Management
MB - 204	Operations Management
MB - 205	Management Information System
MB - 206	Human Resource Management

Semester - III

Core Papers:

MB - 301	Entrepreneurship and Project Management
MB - 302	Corporate Strategy

Elective Papers: Two from any one Functional Area (Major) and two from a different Functional Area (Minor)

FM/ MM/HR/OM/BA/ MIS/ HCM- 301
FM/ MM/HR/OM/BA/ MIS/ HCM - 302
FM/ MM/HR/OM/BA/ MIS/ HCM - 303
FM/ MM/HR/OM/BA/ MIS/ HCM - 304

MB - 303 Internship Project and Viva Voce

Semester - IV

Elective Papers (Four from Major Functional Area and Two from Minor Functional area) **

FM/ MM/HR/OM/BA/ MIS/ HCM - 401

FM/ MM/HR/OM/BA/ MIS/ HCM - 402
 FM/ MM/HR/OM/BA/ MIS/ HCM - 403
 FM/ MM/HR/OM/BA/ MIS/ HCM - 404
 FM/ MM/HR/OM/BA/ MIS/ HCM - 405
 FM/ MM/HR/OM/BA/ MIS/ HCM - 406

****The Major and Minor Functional areas will be same as chosen in the 3rd Semester.**

Elective Papers for Third Semester

Functional Specialization (3rd Semester)

MARKETING		OPERATIONS	
MM 301	B2B MARKETING	OM 301	SUPPLY CHAIN & LOGISTICS MANAGEMENT
MM 302	DIGITAL & SOCIAL MEDIA MARKETING	OM 302	OPERATIONS STRATEGY
MM 303	IMC/ PROMOTION STRATEGY	OM 303	QUALITY TOOLKIT FOR MANAGERS
MM 304	MARKETING RESEARCH	OM 304	PRICING & REVENUE MANAGEMENT

FINANCE		HUMAN RESOURCE	
FM 301	TAXATION	HR 301	TEAM DYNAMICS AT WORK
FM 302	PROJECT APPRAISAL & FINANCE	HR 302	HR METRICS AND ANALYTICS
FM 303	BEHAVIORAL FINANCE	HR 303	CROSS CULTURAL MANAGEMENT
FM 304	CORPORATE FINANCE	HR 304	ORGANIZATIONAL DESIGN

MIS		BUSINESS ANALYTICS	
MIS 301	RELATIONAL DATABASE MANAGEMENT SYSTEM	BA 301	MODELING TECHNIQUES
MIS 302	E-COMMERCE & DIGITAL MARKETS	BA 302	APPLICATION OF ANALYTICS IN BUSINESS
MIS 303	MANAGEMENT OF INFORMATION TECHNOLOGY	BA303	BUSINESS FORECASTING
MIS 304	SYSTEM ANALYSIS AND DESIGN	BA 304	DATA SCIENCE USING R

HEALTHCARE MANAGEMENT	
HCM 301	CONCEPT OF HEALTH AND DISEASE
HCM 302	HOSPITAL SUPPORT SERVICES
HCM 303	QUALITY ASSURANCE IN HEALTHCARE
HCM 304	PLANNING AND ORGANISING OF HOSPITALS

Elective Papers for Fourth Semester

Functional Specialization (4th Semester)

MARKETING		OPERATIONS	
MM 401	CONSUMER BEHAVIOUR	OM 401	SALES & OPERATIONS PLANNING
MM 402	RETAIL MANAGEMENT	OM 402	BEHAVIORAL OPERATIONS MANAGEMENT
MM 403	SALES & DISTRIBUTION MANAGEMENT	OM 403	OPERATIONS RESEARCH APPLICATIONS
MM 404	SERVICE MARKETING	OM 404	SUPPLY CHAIN ANALYTICS
MM 405	PRODUCT & BRAND MANAGEMENT	OM 405	MANAGEMENT OF MANUFACTURING SYSTEM
MM 406	INTERNATIONAL MARKETING	OM 406	SOURCING MANAGEMENT
FINANCE		HUMAN RESOURCE	
FM 401	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	HR 401	MANPOWER PLANNING RECRUITMENT & SELECTION
FM 402	MANAGING BANKS & FINANCIAL INSTITUTIONS	HR 402	EMPLOYEE RELATIONS&LABOUR LAWS
FM 403	MERGERS, ACQUISITION & CORPORATE RESTRUCTURING	HR 403	COMPENSATION & BENEFITS MANAGEMENT
FM 404	FINANCIAL DERIVATIVES	HR 404	PERFORMANCE MANAGEMENT SYSTEMS
FM 405	INTERNATIONAL FINANCE	HR 405	STRATEGIC HRM
FM 406	FINANCIAL MARKETS & SERVICES	HR 406	INTERNATIONAL HRM
MIS		BUSINESS ANALYTICS	
MIS 401	DATA WAREHOUSING	BA 401	DATA VISUALIZATION FOR MANAGERS
MIS 402	MANAGING DIGITAL PLATFORMS	BA 402	BIG DATA TECHNOLOGY
MIS 403	STRATEGIC MANAGEMENT FOR IT	BA 403	STATISTICS FOR BUSINESS ANALYTICS
MIS 404	BUSINESS DECISIONS USING ADVANCED EXCEL	BA 404	DATA MINING
MIS 405	MANAGING SOFTWARE PROJECTS	BA 405	DATA ANALYTICS USING PYTHON
MIS 406	MANAGING DIGITAL INNOVATION & TRANSFORMATION	BA 406	OPTIMIZATION TECHNIQUES
HEALTHCARE MANAGEMENT			
HCM 401	EFFECTIVE COMMUNICATION IN HEALTH SECTOR		
HCM 402	MARKETING IN HOSPITALS & HEALTHCARE ORGANIZATIONS		
HCM 403	HOSPITAL MANAGEMENT INFORMATION SYSTEM		
HCM 404	FINANCIAL MANAGEMENT IN HEALTHCARE SECTOR		
HCM 405	CONCEPT OF COMMUNITY HEALTH & EPIDEMIOLOGY		
HCM 406	LEGAL ASPECT OF HEALTHCARE ADMINISTRATION		