COURSE STRUCTURE

The MBA course curriculum is scheduled over two years. The core courses are covered in four semesters, with the bulk of it covered in the first two semesters for the MBA course. These core courses enhance the ability to communicate, analyze situations and take decisions using quantitative and qualitative factors, and to develop a holistic view of the different functional areas and the business environment. During this period, students take courses in general management and major functional areas, such as finance and accounting, marketing, operations management, information technology management, organizational behaviour, human resources and strategic management.

In the second year of MBA, students take elective / optional courses to specialize in a maximum of two functional areas (Major & Minor). These areas are: Marketing, Finance, MIS, HR and Business Analytics.

*As per MAKAUT current syllabus

1.1 COURSE

Two-year full time 118 credit courses divided into four semesters.

1 Semester = 5 months (21 weeks) approx. 15 Weeks class work: 2 weeks assignment/presentation, 1-week preparatory leave, 2 weeks examination.

- First Semester   : 6 compulsory courses (24 credits) + 1 online course(4 credits)
- Second Semester : 6 compulsory courses (24 credits) + 1 online course(4 credits)
- Third Semester   : 2 compulsory, 4 electives, project (30 credits) + 1 online course(4 credits)
- Fourth Semester   : 6 electives (24 credits) + 1 online course(4 credits)

Total 26 courses (14 compulsory, 10 electives ,project work for 8 weeks and 4 online course).

1.2 SPECIALIZATIONS

- Marketing Management
- Financial Management
- MIS
- Human Resource Management
- Business Analytics

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	Project Management
MB – 302	Corporate Strategy

Elective Papers:

FM/MM/HR/MIS/BA – 301
FM/MM/HR/MIS/BA – 302
FM/MM/HR/MIS/BA – 303
FM/MM/HR/MIS/BA – 304

MB – 303	Internship Project and Viva Voce

Semester – IV
Elective Papers

FM/MM/HR/MIS/BA – 401
FM/MM/HR /MIS/BA – 402
FM/MM/MIS/BA – 403
FM/MM/HR/MIS/BA – 404
FM/MM/HR/ MIS/BA – 405
FM/MM/HR/ MIS/BA – 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		Human Resource	
Code	Course Name	Code	Course Name
MM 301	B2B Marketing	HR 301	Team Dynamics at Work
MM 302	Digital & Social Media Marketing	HR 302	HR Metrics and Analytics Cross
MM 303	IMC/ Promotion Strategy	HR 303	Cross Cultural Management
MM 304	Marketing Research	HR 304	Organizational Design

Business Analytics			
BA 301	Data Mining	BA 303	Business Forecasting
BA 302	Marketing Analytics	BA 304	Data Science Using R

Finance		MIS	
FM 301	Taxation	MIS 301	Data Mining For Business Decisions
FM 302	Project Appraisal & Finance	MIS 302	E-Commerce & Digital Markets
FM 303	Behavioral Finance	MIS 303	Managing Softwareprojects
FM 304	Corporate Finance	MIS 304	Data Science Using R

Elective Papers for Fourth Semester
Functional Specialization (4th Semester)

Marketing		Human Resource	
MM 401	Consumer Behaviour	HR 401	Manpower Planning Recruitment & Selection
MM 402	Retail Management	HR 402	Employee Relations & Labour Laws
MM 403	Sales & Distribution Management	HR 403	Compensation & Management Benefits
MM 404	Service Marketing	HR 404	Performance Management Systems
MM 405	Product & Brand Management	HR 405	Strategic Hrm
MM 406	International Marketing	HR 406	International Hrm
EM 401	Entrepreneurship	EM 401	Entrepreneurship

Business Analytics			
BA 401	Data Visualization for Managers	BA 404	Database Management System
BA 402	Big Data Technology	BA 405	Data Analytics using Python
BA 403	Statistics for Business Analytics	BA 406	HR Metrics and Analytics

Finance		MIS	
FM 401	Investment Analysis & Portfolio Management	MIS 401	It Consulting
FM 402	Managing Banks & Financial Institutions	MIS 402	Managing Digital Platforms
FM 403	Mergers, Acquisition & Corporate Restructuring	MIS 403	Strategic Management For It
FM 404	Financial Derivatives	MIS 404	Relational Database Management System
FM 405	International Finance	MIS 405	Management of Information Technology
FM 406	Financial Markets & Services	MIS 406	Managing Digital Innovation & Transformation
EM 401	Entrepreneurship	EM 401	Entrepreneurship