



MATS UNIVERSITY

MATS SCHOOL OF MANAGEMENT & BUSINESS STUDIES

Syllabus

For

(Two - Year Full-Time Degree Course)

**Master of Business Administration
(MBA)**

(2025-2027)

(Semester Based Course)

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Note: This Regulations, Curriculum Matrix and Syllabus is applicable from the MBA Batch: 2025-2027



Regulation & Policies

1.A. INTRODUCTION TO THE COURSE

The business world today is more complex, dynamic and ever demanding than before. Computers, information-technology, liberalization and globalization all together are shipping our businesses and lives at an inconceivably fast pace. The technologies are heavy, the challenges are many. The MATS School of Management Studies & Research and Research (MSMSR) has designed management programs to suit dynamic and responsive business and management. These programs strive to inculcate an integration of management through its Dual Specialization MBA programs in Marketing, Finance or Human Resource Management.

The MATS School Of Management Studies & Research and Research strives to embody and usher in a new concept in the field of business studies in India. It post graduate business study programs, encapsulating the spirit and needs of the time. The relevance and usefulness of these programs is underlined by their pragmatic and innovative yoking together of the theories and practices of management with those of information technology. Such an interdisciplinary integration aims at achieving and inculcating in the students a strategic perspective and edge necessary for effective and incisive decision making within an ever-fluid Indian business and industry scenario. The School offers an interactive learning process through spontaneity in teacher-student relationship. The skills imparted here are in conformity with those demanded by the ever-changing corporate expectations. The industrial exposure vitally supports the honing of the budding managers and provides them with the cutting edge know-how, a primary prerequisite of the new age manager.

One of the key foci of the MATS University MBA is on fostering closer interactions with trade and industry. The school strongly believes in imparting knowledge and training to the students which can be applied in practice and has relevance to the business firms. With this objective in mind, the school invites professionals and practitioners for delivering special lectures to the students. Workshops, symposia, conventions and outbound activities are organized at regular intervals to expose the students to the rigorous of real day business life and changing market environment.

1.B. Scope and Content:

- 1.B.1. The Regulation and policies documented here are applicable for all full-time Post Graduate Programme offered by MATS University.
- 1.B.2. The user of this document is notified to go through the contents scrupulously. There are certain Regulations and Policies, which would be applicable only for certain, programmes.

As such the applicability of their Regulations and Policies must be understood in the content of the given Course Matrix and Syllabus of each programme.

- 1.B.3. The Regulations and Policies given here are in addition to the rules and regulation notified at the time of admission.

1.B.4. The authorities of University may modify, add, delete, expand or substantiate any part of the Regulations and Policies without the prior approval of the student.

1.B.5. This document was last updated on 3rd May 2025.

1.C. Eligibility for Admission

1.C.1. The minimum qualification required to be eligible for admission is Graduation in any field, from a recognized university or its equivalent.

1.C.2 The method of selection for the course is as follows –

1.C.2.1. CAT/MAT/XAT/ATMA/MU-MAT or equivalent

1.C.2.2. Group Discussion

1.C.2.3. Personal Interview

1.D. Course Matrix

1.D.1. Each semester of the programme will consists of the following subjects:

1.D.1.1. Core Courses

1.D.1.2. Foundation Course (FC)

1.D.2. Core Courses

Core courses including electives comprise subjects that form an integral part of a high quality MBA (Marketing + HR / Finance) programme. These courses provide a strong grounding in basic Management discipline. The course matrix for these courses has been developed by Board of Studies, represented by Professionals from Industry as well as Academia.

1.D.3. FC Courses

Subjects and issues not covered by the core subjects are delivered here, as the student require personalized attention as they are from different streams. In this Students get deep insight into various subordinate disciplines.

1.E. Assessment and Examination

1.E.1. Credits

Credit Points will be awarded for all core and FC subjects. One credit is equivalent to 15 hour

Each core and FC subjects will carry 4 credits.

1.E.2. Pattern of Assessment

Assessment of student's performance will be based on two components i.e. Internal Assessment and External Examination conducted at the end of each Semester.

A four-credit subject will comprise an Internal Assessment component of 30 marks and an External Examination component of 70 marks.

A Board of Examiners constituted as per the provisions in the statues of MATS University will conduct end-Term exams.

A mid-term exam will be conducted during the course of each semester. Every student must secure a minimum of 40% marks in Mid-term exam, to be eligible for the End-Term exam.

1.E.3. Assessment for foundation Course subjects

A mid-term exam will be conducted during the course of each semester. Every student must secure a minimum of 40% marks in Mid-term exam, to be eligible for the End-Term exam.

1.E.4. Internship

The duration for the internship programme will be seven weeks in an industry of repute or in self managed family business. The internship will carry a total of 100 marks. Of this, 70 marks are for the report, 30 marks for the presentation and the viva-voce examination which will be conducted by external experts in the relevant disciplines.

1.E.5. Eligibility to appear for the Term-end Exam.

Students, who have put in a minimum of 75% attendance in each subject, shall be eligible to appear for the Term-end examination. Minimum of 50% marks in mid-term examination individually in all papers.

1.F. Eligibility for Pass

1.F.1. A student will be declared pass in a particular subject, if he/she has secured minimum 40% marks out of 100 or minimum 4 Grade point in each paper.

1.G. Classification of successful candidates

1.G.1. Grade Point & Letter Credit

Grade Point is an integer indicating the numerical equivalent of the letter grade.

- Two methods – relative grading or absolute grading – have been in vogue for awarding grades in a course. The relative grading is based on the distribution (usually normal distribution) of marks obtained by all the students of the course and the grades are awarded based on a cut – off marks or percentile. Under the absolute grading, the marks are converted to grades based on pre- determined class intervals.
- MATS University will follow the absolute grading system.

Following Grading system will be applicable for MBA

Letter Grade	Grade Points	Description	Range of Marks (%)
O	10	Outstanding	>90 to <=100
A+	9	Excellent	>80 to <=90
A	8	Very Good	>70 to <=80
B+	7	Good	>60 to <=70
B	6	Above Average	>50 to <=60
C	5	Average	>40 to <=50
P	4	Pass	=40
F	0	Fail	<40
Ab	0	Absent	Absent

1.G.3. Ranks

Only candidates who have passed each of the semester examination at the first appearance shall be eligible for award of Ranks. The first ten ranks shall be notified.

1.H. Award of Degree

Students will be awarded Post Graduate Degree upon fulfillment of the following criteria -

1.H.1. A student will be awarded Degree after successful completion of 04 semesters securing 4 Grade in each paper or minimum 40 marks out of 100 as per examination ordinance.

Note:

- When a candidate appears for the failed papers, the internal assessment marks originally secured by him/her will be carried forward.
- The student must complete the degree within four years from the date of joining.

1.I. Academic Integrity and Ethics

A student who has committed an act of academic dishonesty will be deemed to have failed to meet a basic requirement of satisfactory academic performance. Thus, academic dishonesty is not only a basis for disciplinary action but also is relevant to the evaluation of student's level of performance and progress.

Where there has been violation of the basic ethos and principles of academic integrity and ethics, the Director/Board of Examiners/Course coordinator may use their discretion in terms of disciplinary action to be taken.

Academic dishonesty includes, but is not necessarily limited, to the following -

- 1.I.1. Cheating or knowingly assisting another student in committing an act of cheating
- 1.I.2. Unauthorized possession of examination materials, destruction or hiding of relevant materials
- 1.I.3. Act of plagiarism.
- 1.I.4. Unauthorized changing of marks or marking on examination records.

1.J. Attendance

Students are required to attend and participate in all scheduled class sessions, global understanding programme, guest lectures, workshops, outbound learning programs and club / forum activities of both academic and non-academic nature.

A student is eligible for the end-term exam, amongst other regulations, only if he/she has a minimum of 75% attendance in each subject individually.

Students may be dropped from the programs due to excessive and non-intimated absences.

Students must notify the program coordinator in writing, the reasons for absence, if any, from class sessions, activities and assessment components.

On notification of absences (including anticipated absences) The Director/Programme coordinator would determine whether the absences could be rectified or whether it is possible to satisfactorily complete the subject with the number of identified absences.

1.K. General Guidelines

- 1.K.1. The students are expected to spend a considerable amount of time in research, reading and practice.
- 1.K.2. All students are expected to develop and maintain a positive professional attitude and approach throughout the Programme and in conduct of all other activities.
- 1.K.3. Attendance alone is not sufficient. Students are expected to Participate, to help the class learn and understand the topics under consideration.
- 1.K.4. Food and drinks are not permitted in the classroom / conference hall.
- 1.K.5. All students are expected to dress as per stipulated dress code.

Program Outcomes:

PO: At the end of the MBA programme the learner will possess the

1. Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real- world complex business issues.
2. Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business, evaluate alternatives & make a informed decision by social problems systematically applying modern quantitative and qualitative problem-solving tools and techniques.
3. Critical Thinking - Ability to conduct investigation of multidimensional business problems using research-based knowledge and research methods to arrive at data driven decisions.
4. Leadership and Team Work - Ability to collaborate effectively in diverse teams in an organizational context and across organizational boundaries, understand the dynamics of team behavior & leadership style and lead them and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
5. Entrepreneurship - Ability to identify domestic and global entrepreneurial opportunities create business plans & develop a interpersonal mindset for founding, leading & managing all kind of business minds startups as well as professionalizing and growing family businesses.
6. Life Long Learning - Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

Program Specific Outcome of MBA:

At the End of the MBA Program the students will be able to:

Finance:

1. Analyse financial markets and instruments to make informed investment decisions and evaluate and manage financial risks in corporate finance.
2. Develop expertise in financial modelling and valuation technique and Design and implement financial strategies for wealth creation and management

Marketing:

3. Formulate and execute marketing strategies to create brand awareness and drive sales and Conduct market research and consumer behaviour analysis to identify target markets.
4. Develop and manage marketing campaigns, including digital marketing initiatives.

Human Resource Management (HRM):

5. Develop HR policies and practices to enhance employee engagement and retention and understand talent acquisition processes, including recruitment and selection.
6. Design and implement performance appraisal and talent development programs while and get to know how to resolve workplace conflicts and promote a positive organizational culture.

Curriculum Matrix

MBA SEMESTER I											
Sl. No	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MBADSC101	Management concepts & practices	DSC	4	0	0	70	30	100	4
2	MGMT	MBADSC102	Organizational Behavior	DSC	4	0	0	70	30	100	4
3	MGMT	MBADSC103	Accounting for Managers	DSC	4	0	0	70	30	100	4
4	MGMT	MBADSC104	Business Statistics	DSC	3	0	0	70	30	100	3
5	MGMT	MBADSC105	Business Ethics & Corporate Governance	DSC	3	0	0	70	30	100	3
6	MGMT	MBADSC106	Managerial Economics	DSC	3	0	0	70	30	100	3
7	MGMT	MBADSC101	Soft skill	DSC	3	0	0	70	30	100	3
Total Credit SEMESTER I					24	0	0	490	210	700	24

MBA SEMESTER II											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MBADSC201	Human Resource Management	DSC	4	0	0	70	30	100	4
2	MGMT	MBADSC202	Marketing Management	DSC	4	0	0	70	30	100	4
3	MGMT	MBADSC203	Financial Management	DSC	4	0	0	70	30	100	4
4	MGMT	MBADSC204	Indian Economy & policy	DSC	3	0	0	70	30	100	3
5	MGMT	MBADSC205	Research Methodology	DSC	3	0	0	70	30	100	3
6	MGMT	MBADSC206	Business Law	DSC	3	0	0	70	30	100	3
7	MGMT	MBAPRW01	Minor Project	Project	0	0	3	70	30	100	3
Total Credits SEMESTER II					21	0	3	490	210	700	24

MBA SEMESTER III											
Sl. No .	Board of Studies	Subject Code	Subject	Categor y	Periods Per Week			Scheme of Examination		Total Marks	Cred its
					L	T	P	Exam Marks	Inter nal Exam		
1	MGMT	MBADSC301	Strategic Management	DSC	3	0	0	70	30	100	3
2	MGMT	MBADSC302	Entrepreneurship Development	DSC	3	0	0	70	30	100	3
3	MGMT	MBAINT01	Internship (Report & Viva)	Project	0	0	2	70 Project	30 VIVA	100	2
4	MGMT		Elective I (Major Sp I; Group I)	SSEC	3	0	0	70	30	100	3
5	MGMT		Elective II (Major Sp I; Group II)	SSEC	3	0	0	70	30	100	3
6	MGMT		Elective III (Major Sp II; Group I)	SSEC	3	0	0	70	30	100	3
7	MGMT		Elective IV (Major Sp II; Group II)	SSEC	3	0	0	70	30	100	3
Total Credit SEMESTER III					18	0	2	490	210	700	20
Marketing Management											
Group I	MBASSEC304 (M)		Marketing Research								
	MBASSEC305 (M)		Consumer Behavior								
Group II	MBASSEC306 (M)		Services Marketing								
	MBASSEC307 (M)		Retail marketing								
Finance Management											
Group I	MBASSEC304 (F)		Security Analysis & Portfolio Management								
	MBASSEC305 (F)		Working Capital Management								
Group II	MBASSEC306 (F)		Management of Financial Institutions								
	MBASSEC307 (F)		Tax Planning & Taxation								
Human Resource Management											
Group I	MBASSEC304 (H)		Training & development								
	MBASSEC305 (H)		Stress Management								
Group II	MBASSEC306 (H)		Compensation Management								
	MBASSEC307 (H)		Human Resource Planning								

MBA SEMESTER IV											
Sl. No	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MBADSC401	International Business	DSC	3	0	0	70	30	100	3
2	MGMT	MBADSC402	Management Information System	DSC	3	0	0	70	30	100	3
3	MGMT		Elective V (Major Sp I; Group I)	SSEC	3	0	0	70	30	100	3
4	MGMT		Elective VI (Major Sp I; Group II)	SSEC	3	0	0	70	30	100	3
5	MGMT		Elective VII (Major Sp II; Group I)	SSEC	3	0	0	70	30	100	3
6	MGMT		Elective VIII (Major Sp II; Group II)	SSEC	3	0	0	70	30	100	3
Total Credit SEMESTER IV					18	0	0	420	180	600	18
Marketing Management											
Group I		MBASSEC404 (M)		Product & Brand Management							
		MBASSEC405 (M)		International Marketing							
Group II		MBASSEC406 (M)		Sales & Advertisement Management							
		MBASSEC407 (M)		E-commerce & Digital Marketing							
Finance Management											
Group I		MBASSEC404 (F)		International Financial Management							
		MBASSEC405 (F)		Derivatives and Risk Management							
Group II		MBASSEC406 (F)		Corporate Financial Restructuring							
		MBASSEC407 (F)		Banking & Financial Management							
Human Resource Management											
Group I		MBASSEC404 (H)		Industrial Relations & Labour Law							
		MBASSEC405 (H)		International Human Resource Management							
Group II		MBASSEC406 (H)		Organisational Change & Development							
		MBASSEC407 (H)		Human Resource Development							
Total Credits									86		