

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	MSMSR/MBA/101	Management Concepts & Processes	Core	4	0	0	70	30	100	4
2	MGMT	MSMSR/MBA/102	Micro Economics	Core	4	0	0	70	30	100	4
3	MGMT	MSMSR/MBA/103	Organizational Behaviour	Core	4	0	0	70	30	100	4
4	MGMT	MSMSR/MBA/104	Business Law	Core	4	0	0	70	30	100	4
5	MGMT	MSMSR/MBA/105	Principles of Accounting	Core	5	0	0	70	30	100	5
6	MGMT	MSMSR/MBA/106	Marketing Management	Core	4	0	0	70	30	100	4
7	MGMT	MSMSR/MBA/107	Quantitative Methods	Core	5	0	0	70	30	100	5
Total Credit SEMESTER I											30

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	MSMSR/MBA/201	Managerial Communication	Core	4	0	0	70	30	100	4
2	MGMT	MSMSR/MBA/202	Corporate Strategy	Core	4	0	0	70	30	100	4
3	MGMT	MSMSR/MBA/203	Operation Research	Core	5	0	0	70	30	100	5
4	MGMT	MSMSR/MBA/204	Human Resource Management	Core	4	0	0	70	30	100	4
5	MGMT	MSMSR/MBA/205	Management Accounting and Financial Control	Core	5	0	0	70	30	100	5
6	MGMT	MSMSR/MBA/206	Business Research Methods	Core	4	0	0	70	30	100	4
7	MGMT	MSMSR/MBA/207	Macro Economics	Core	4	0	0	70	30	100	4
Total Credits SEMESTER II											30

MBA SEMESTER III											
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	MSMSR/MBA/301	Entrepreneurship	Core	4	0	0	70	30	100	4
2	MGMT	MSMSR/MBA/302	Consumer Behaviour	Core	4	0	0	70	30	100	4
3	MGMT	MSMSR/MBA/303	Internship (Report & Viva)	Project	-			Project 70	Viva 30	100	6
4	MGMT		Elective I (Major Sp I; Group I)	Elective	4	0	0	70	30	100	4
5	MGMT		Elective II (Major Sp I; Group II)	Elective	4	0	0	70	30	100	4
6	MGMT		Elective III (Major Sp II; Group I)	Elective	4	0	0	70	30	100	4
7	MGMT		Elective IV (Major Sp II; Group II)	Elective	4	0	0	70	30	100	4
Total Credit SEMESTER III											30
Marketing Management											
Group I		MSMSR/MBA/304 (M)	Services Marketing								
		MSMSR/MBA/305 (M)	Marketing Research								
Group II		MSMSR/MBA/306 (M)	Product & Brand Management								
		MSMSR/MBA/307 (M)	Advertising & Sales Promotion								

Finance Management		
Group I	MSMSR/MBA/304 (F)	Security Analysis and Portfolio Management
	MSMSR/MBA/305 (F)	Management of Financial Institutions and Services
Group II	MSMSR/MBA/306 (F)	Taxation & Tax Planning
	MSMSR/MBA/307 (F)	Management of Working Capitals
Human Resource Management		
Group I	MSMSR/MBA/304 (H)	Management of Industrial Relation
	MSMSR/MBA/305 (H)	International Human Resource Management
Group II	MSMSR/MBA/306 (H)	Performance Appraisal & Management
	MSMSR/MBA/307 (H)	Compensation Management

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	MSMSR/MBA/401	International Business	Core	4	0	0	70	30	100	4
2	MGMT	MSMSR/MBA/402	Business Ethics & Corporate Governance	Core	4	0	0	70	30	100	4
4	MGMT		Elective V (Major Sp I; Group I)	Elective	4	0	0	70	30	100	5
5	MGMT		Elective VI (Major Sp I; Group II)	Elective	4	0	0	70	30	100	5
6	MGMT		Elective VII (Major Sp II; Group I)	Elective	4	0	0	70	30	100	5
7	MGMT		Elective VIII (Major Sp II; Group II)	Elective	4	0	0	70	30	100	5
Total Credit SEMESTER IV											28
Marketing Management											
Group I	MSMSR/MBA/403 (M)	Sales and Distribution Management									
	MSMSR/MBA/404 (M)	Retail Management									
Group II	MSMSR/MBA/405 (M)	Rural Marketing									
	MSMSR/MBA/406 (M)	E-Commerce									

Finance Management		
Group I	MSMSR/MBA/403 (F)	Derivatives & Risk Management
	MSMSR/MBA/404 (F)	Financial Engineering & Corporate Restructuring
Group II	MSMSR/MBA/405 (F)	Banking and Insurance
	MSMSR/MBA/406 (F)	International Financial Management
Human Resource Management		
Group I	MSMSR/MBA/403 (H)	Labour Law
	MSMSR/MBA/404 (H)	Organisation Development and Change
Group II	MSMSR/MBA/405 (H)	Human Resource Development Practices and Interventions
	MSMSR/MBA/406 (H)	Strategic HRM

Total Credits	118
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