

Kurukshetra University

MBA

MASTER OF BUSINESS ADMINISTRATION

(For University School of Management (Choice Based Credit System) and affiliated Institutions

(W.E.F. SESSION 2018-19)

The Master of Business Administration (MBA) is a Two Year Full Time Programme. The course structure of the programme is given hereunder:

MBA SEMESTER-I

Paper Code	<i>Title of Course</i>	<i>Total Marks</i>	<i>Ext. Marks</i>	<i>Int. Marks</i>	<i>Hrs</i>	<i>Credits</i>
MBA-101	Management Process and Organizational Behaviour	100	70	30	5	4
MBA -102	Managerial Economics	100	70	30	5	4
MBA -103	Business Communication	100	70	30	5	4
MBA -104	Business Environment	100	70	30	5	4
MBA -105	Financial Reporting, Statements and Analysis	100	70	30	5	4
MBA -106	Statistics and Analytics for Decision Making	100	70	30	5	4
MBA -107	Computer Applications for Business	100	70	30	5	4
MBA -108	Soft Skills/Seminar/Presentation	50	-	50	2.5	2
	Total Marks/Credit	750				30

MBA SEMESTER -II

MBA -201	Optimization Models for Business Decisions	100	70	30	5	4
MBA -202	Business Research Methodology	100	70	30	5	4
MBA -203	Production and Operations Management	100	70	30	5	4
MBA -204	Marketing Management	100	70	30	5	4
MBA -205	Corporate Finance	100	70	30	5	4
MBA -206	Human Resource Management	100	70	30	5	4
MBA -207	Legal Environment	100	70	30	5	4
MBA -208	Comprehensive Viva-Voce	50	50	-	-	2
	Total Marks	750	-	-	-	30
OE-I	Open Elective-I (Only at USM, KUK Campus under CBCS)	50	50	-	-	2
	Total Marks/Credit (CBCS)	800				32

Note: MBA Students after completion of second semester are required to undergo summer internship of 6-8 weeks in a reputed business organization, which shall be credited as **MBA -303** in the third semester.

During Second year, in addition to compulsory papers and research project, students shall have to choose six optional papers each in third and fourth semesters from the list of optional papers announced at the beginning of each semester. A student is required to specialize in two areas (One Major and other Minor) by opting at least four papers (in major area) two papers from (in minor area) in third and fourth semester.

MBA SEMESTER -III

MBA -301	Corporate Strategy	100	70	30	5	4
MBA -302	Indian Ethos and Business Ethics	100	70	30	5	4
MBA -303	Summer Internship/Field Work	100	50	50	-	4
	Elective papers four From Major and two from Minor specialization area					
	Major Elective-I	100	70	30	5	4
	Major Elective-II	100	70	30	5	4
	Major Elective-III	100	70	30	5	4
	Major Elective –IV	100	70	30	5	4
	Minor Elective –I	100	70	30	5	4
	Minor Elective –II	100	70	30	5	4
	Total Marks (Affiliated Institutions)	900	-	-	-	36
OE-II	Open Elective-II (Only at USM, KUK Campus under CBCS)	50	50	-	-	2
	Total Marks/Credit (CBCS)	950	-	-		38

MBA SEMESTER -IV

MBA -401	Entrepreneurship	100	70	30	5	4
MBA -402	Corporate Social Responsibility and Sustainability	100	70	30	5	4
MBA -403	Research Report and Comprehensive Viva-Voce	100	50 Marks for Research Report and 50 Marks for Viva-Voce		5	4 (2+2)
	Elective papers four From Major and two from Minor specialization area					
	Major Elective-I	100	70	30	5	4
	Major Elective-II	100	70	30	5	4
	Major Elective-III	100	70	30	5	4
	Major Elective –IV	100	70	30	5	4
	Minor Elective –I	100	70	30	5	4
	Minor Elective –II	100	70	30	5	4
	Total Marks (Affiliated Institutions)	900	-	-	-	36
	Grand Total (Affiliated Institutions)	3300	-	-	-	132
	Grand Total (USM KUK)	3400	-	-	-	136

FINANCE						
MBA SEMESTER -III						
FM-301	Quantitative Analysis for Financial Decision Making	100	70	30	5	4
FM-302	Foreign Exchange Management	100	70	30	5	4
FM-303	Derivatives Trading in India	100	70	30	5	4
FM-304	Banking and Financial Services	100	70	30	5	4
FM-305	Corporate Restructuring & Control	100	70	30	5	4
FM-306	Security Analysis	100	70	30	5	4
MBA SEMESTER -IV						
FM-401	Financial Engineering	100	70	30	5	4
FM-402	Project Planning and Management	100	70	30	5	4
FM-403	Behavioral Finance	100	70	30	5	4
FM-404	Portfolio Management	100	70	30	5	4
FM-405	Insurance and Risk Management	100	70	30	5	4
FM-406	Private Equity and Wealth Management	100	70	30	5	4
MARKETING						
MBA SEMESTER -III						
MM-301	Advertising Management	100	70	30	5	4
MM-302	Marketing Research and Analytics	100	70	30	5	4
MM-303	Sales and Logistics Management	100	70	30	5	4
MM-304	Consumer Behaviour	100	70	30	5	4
MM-305	Strategic Brand Management	100	70	30	5	4
MM-306	Digital and Social Media Marketing	100	70	30	5	4
MBA SEMESTER -IV						
MM-401	International Marketing	100	70	30	5	4
MM-402	Business Marketing	100	70	30	5	4
MM-403	Service Marketing	100	70	30	5	4
MM-404	Strategic Marketing	100	70	30	5	4
MM-405	Rural and Agribusiness Marketing	100	70	30	5	4
MM-406	Retail and Mall Management	100	70	30	5	4

HRM						
MBA SEMESTER -III						
HRM-301	HRD: Systems & Strategies	100	70	30	5	4
HRM-302	Indian Labour Legislation	100	70	30	5	4
HRM-303	Management of Industrial Relations	100	70	30	5	4
HRM-304	Human Resource Metrics and Analytics	100	70	30	5	4
HRM-305	Compensation and Reward Management	100	70	30	5	4
HRM-306	Talent Acquisition and Performance Management	100	70	30	5	4
MBA SEMESTER -IV						
HRM-401	Group Dynamics and Leadership Excellence	100	70	30	5	4
HRM-402	Strategic Human Resource Management	100	70	30	5	4
HRM-403	Cross Cultural and Global HRM	100	70	30	5	4
HRM-404	Counselling, Mentoring and Negotiation Skills	100	70	30	5	4
HRM-405	Change Management & Organisational Development	100	70	30	5	4
HRM-406	Competency Mapping & Assessment Centres	100	70	30	5	4
INTERNATIONAL BUSINESS						
MBA SEMESTER -III						
IB-301	International Accounting	100	70	30	5	4
IB-302	Foreign Exchange Management	100	70	30	5	4
IB-303	Export-Import Procedures and Documentation	100	70	30	5	4
IB-304	India's Foreign Trade and Policy	100	70	30	5	4
IB-305	International Business Environment	100	70	30	5	4
IB-306	International Logistics	100	70	30	5	4
MBA SEMESTER -IV						
IB-401	International Financial Markets	100	70	30	5	4
IB-402	International Marketing	100	70	30	5	4
IB-403	International Financial Management	100	70	30	5	4
IB-404	International Strategic Management	100	70	30	5	4
IB-405	Cross-cultural and Global Management	100	70	30	5	4

IB-406	Regional Economic Blocks	100	70	30	5	4
INFORMATION TECHNOLOGY						
MBA SEMESTER -III						
IT-301	Business Intelligence and Analytics	100	70	30	5	4
IT-302	Enterprise Resource Planning	100	70	30	5	4
IT-303	Relational Database Management System	100	70	30	5	4
IT-304	E-Customer Relationship Management	100	70	30	5	4
IT-305	System Analysis and Design	100	70	30	5	4
IT-306	Knowledge Management Systems	100	70	30	5	4
MBA SEMESTER -IV						
IT-401	Data Mining for Business Decisions	100	70	30	5	4
IT-402	Software Engineering	100	70	30	5	4
IT-403	E-Business Financial Modeling	100	70	30	5	4
IT-404	Internet and Web Designing	100	70	30	5	4
IT-405	E-Commerce	100	70	30	5	4
IT-406	Information Security and Cyber Laws	100	70	30	5	4
PRODUCTION AND OPERATIONS MANAGEMENT						
MBA SEMESTER -III						
POM-301	Purchasing and Materials Management	100	70	30	5	4
POM-302	Total Quality Management	100	70	30	5	4
POM-303	Production Planning and Control	100	70	30	5	4
POM-304	Logistics Management	100	70	30	5	4
POM-305	Service Operations Management	100	70	30	5	4
POM-306	Technology Acquisition and Diffusion	100	70	30	5	4
MBA SEMESTER -IV						
POM-401	Applied Operations Research	100	70	30	5	4
POM-402	Goal Programming in Management	100	70	30	5	4
POM-403	Transportation Management	100	70	30	5	4

POM-404	Technology Forecasting	100	70	30	5	4
POM-405	R&D Management	100	70	30	5	4
POM-406	Programme Management	100	70	30	5	4
ENTREPRENEURSHIP DEVELOPMENT						
MBA SEMESTER -III						
ED-301	Fundamentals of Entrepreneurship Development	100	70	30	5	4
ED-302	Creativity and New Venture Creation	100	70	30	5	4
ED-303	Institutional support to Entrepreneur & MSMEs	100	70	30	5	4
ED-304	Family Business Management	100	70	30	5	4
ED-305	Legal Framework for New Age Businesses	100	70	30	5	4
ED-306	Social Entrepreneurship	100	70	30	5	4
ENTREPRENEURSHIP DEVELOPMENT						
MBA SEMESTER -IV						
ED-401	Enterprise Planning, Appraisal and Financing	100	70	30	5	4
ED-402	Financial Innovation and Entrepreneurship	100	70	30	5	4
ED-403	Marketing Management in New Age Businesses	100	70	30	5	4
ED-404	New Enterprises Human Resource Management	100	70	30	5	4
ED-405	MSMEs Policy Framework	100	70	30	5	4
ED-406	Contemporary Environment in MSMEs	100	70	30	5	4
BUSINESS ANALYTICS						
MBA SEMESTER -III						
BA-301	Business Analysis using Excel	100	70	30	5	4
BA-302	Econometrics for Business Forecasting	100	70	30	5	4
BA-303	Business Data Mining	100	70	30	5	4
BA-304	Decision Modeling and Data Analysis	100	70	30	5	4
BA-305	Data Analytics using R	100	70	30	5	4
BA-306	Social Media Analytics	100	70	30	5	4
BUSINESS ANALYTICS						

MBA SEMESTER -IV						
BA-401	Time Series Data Analysis	100	70	30	5	4
BA-402	Applied Multi Variant Analysis	100	70	30	5	4
BA-403	Financial Modeling	100	70	30	5	4
BA-404	Predictive Analysis for Business Decision	100	70	30	5	4
BA-405	Data Analysis using Python	100	70	30	5	4
BA-406	IOT and Big Data	100	70	30	5	4
AGRI-BUSINESS MANAGEMENT						
MBA SEMESTER -III						
ABM-301	Agri-Business Management	100	70	30	5	4
ABM-302	Agricultural Economics	100	70	30	5	4
ABM-303	Agricultural Marketing Management	100	70	30	5	4
ABM-304	Agri- Entrepreneurship	100	70	30	5	4
ABM-305	Agri-Business Finance	100	70	30	5	4
MBA SEMESTER -IV						
ABM-401	Changing Paradigm of Agri-Business	100	70	30	5	4
ABM-402	Agri Supply Chain and Logistics Management	100	70	30	5	4
ABM-403	Food Processing Management	100	70	30	5	4
ABM-404	International Trade in Agri-Business	100	70	30	5	4
ABM-405	Marketing of Agri-Inputs	100	70	30	5	4