

Course Structure for M.B.A.

Semester -I

Subject Code	Subject Title
C101	Organizational Behavior & Principles And Practices of Management
C102	Management Accounting
C103	Managerial Economics
C104	International Business Management
C105	Business Law
C106	Operation Management
C107	Statistics & Quantitative Techniques
C108	Optional Papers
i)	Introduction to Marketing
ii)	Introduction to Finance
iii)	Introduction to HR
iv)	Introduction to Pharmaceutical Business Environment
v)	Introduction to Life Sciences and Biotechnology and Introduction Bioinformatics
vi)	IT its Core Concepts and Issues
vii)	Geo Political Environment
viii)	Healthcare Management
ix)	Introduction to Operations & Supply Chain Management
x)	Foundations of Analytics
C109	Internal subjects
i)	Business Computing
ii)	Business Communication

Semester -II

Subject Code	Subject Title
C201	Financial Management
C202	Entrepreneurship Development & Project Management
C203	Marketing Management
C204	Logistics & Supply Chain Management
C205	Management Control System
C206	Human Resource Management
C207	Research Methodology for Managers
C208	Optional Papers
i)	Customer Relationship Management
ii)	Personnel Administration & Documentation.
iii)	Investment Banking
iv)	Pharmaceutical Management
v)	Application and Methodology of Biotechnology
vi)	IT in Business Management
vii)	Export & Import Management
viii)	Hospital Administrations
ix)	Production & Operations Management
x)	Introduction to Business Analytics
C209	Internal subjects
i)	Excel-1
ii)	Industry Study-Sect oral Analysis

Semester -III

Subject Code	Subject Title
C301	Business Policy & Strategic Management
C302	Elective - I, Paper - 1
C303	Elective - I, Paper - 2
C304	Elective - I, Paper - 3
C305	Elective - II, Paper - 1
C306	Elective - II, Paper - 2
C307	Elective - II, Paper - 3
C308	Internal Subjects
i)	Project Viva for SIP
ii)	Personality Development Lab & Training for Facing Interview

Semester -IV

Subject Code	Subject Title
C401	Business Ethics & Corporate Governness & Social Responsibility
C402	Elective - I, Paper - 4
C403	Elective - I, Paper - 5
C404	Elective - I, Paper - 6
C405	Elective - II, Paper - 4
C406	Elective - II, Paper - 5
C407	Elective - II, Paper - 6

Electives (Student can choose any one Elective along with Marketing Management as compulsory elective)

Note : In the final degree certificate both electives would be mentioned (as dual specialization)

Electives and their codes:

ELECTIVE - 1. Marketing Management (Compulsory)	A
ELECTIVE - 2. Human Resource Management	B
ELECTIVE - 3. Financial Management	C
ELECTIVE - 4. Pharmaceutical Management	D
ELECTIVE - 5. IT & System Management	E
ELECTIVE - 6. Biotech & Bioinformatics Management	F
ELECTIVE - 7. International Business Management	G
ELECTIVE - 8. Hospital & Health Care management	H
ELECTIVE - 9. Operations & Supply Chain Management	I
ELECTIVE - 10. Business Analytics	J

PAPERS IN ELECTIVES

I. Marketing Management

- PAPER 1. C302A-Sales & Distribution Management
- PAPER 2. C303A-Consumer Behavior
- PAPER 3. C304A-Product & Brand Management
- PAPER 4. C402A-Retail Banking
- PAPER 5. C403A-Services Marketing
- PAPER 6. C404A-B2B Marketing

II. Human Resource Management

- PAPER 1. C305 B-Performance & Compensation Management
- PAPER 2. C306 B-Labour Laws
- PAPER 3. C307 B-Strategic HRM
- PAPER 4. C405 B-Organizational Change & Development
- PAPER 5. C406 B-Industrial Relations
- PAPER 6. C407 B-Talent Retention & Employee Engagement

III. Financial Management

- PAPER 1. C305 C-Strategic Finance Management
- PAPER 2. C306 C-Security Analysis & Portfolio Management
- PAPER 3. C307 C-Financial Services & Financial Markets
- PAPER 4. C405 C-International Finance Management
- PAPER 5. C406 C-Insurance & Risk Management
- PAPER 6. C407 C-Inventory Management

VI. Biotech & Bioinformatics Management

- PAPER 1. C305 F-Fundamentals of Production Planning and Control for Biotechnology.
- PAPER 2. C306 F-Ethics, Biosafety and Hazard management in Biotechnology.
- PAPER 3. C307 F-Biotechnology Plant Management.
- PAPER 4. C405 F-Industrial Biotechnology & Food Technology.
- PAPER 5. C406 F-Essentials of Bioinformatics
- PAPER 6. C407 F-Agricultural Bio technology

VII. International Business Management

- PAPER 1 C305 G-International trade, WTO & Trade Policy issues
- PAPER 2. C306 G-Intellectual Property Rights
- PAPER 3. C307 G-International Banking
- PAPER 4. C405 G-International Marketing
- PAPER 5. C406 G-International Finance & Forex Management
- PAPER 6. C407 G-International Business Strategy

IV. Pharmaceutical Management

- PAPER 1. C305 D-Pharma Product & Brand Management
- PAPER 2. C306D-Pharma Sales, Distribution & Retail Management
- PAPER 3. C307 D-Pharmaceutical Manufacturing& regulatory Affairs
- PAPER 4. C405 D-Intellectual Property rights & Legal aspects in Pharmaceutical Industry
- PAPER 5. C406 D-Pharmaceutical Export Management
- PAPER 6. C407 D-Marketing strategy and product launch Dynamics

V. IT & Systems Management

- PAPER 1. C305 E-E- Commerce
- PAPER 2. C306 E-Database Management System
- PAPER 3. C307E-Supply Chain Management Information Systems
- PAPER 4. C405 E-Innovation and Technology Management
- PAPER 5. C406 E-Marketing of Information Technology
- PAPER 6. C407 E-Knowledge Management System

VIII. Hospital & Health Care Management

- PAPER 1. C305 H-Community Health Management
- PAPER 2. C306 H-Labor Laws & Health Insurance
- PAPER 3. C307 H-Management of Hospital information System
- PAPER 4. C405 H-Management of Corporate Hospital
- PAPER 5. C406 H-Hospital Waste Management
- PAPER 6. C407 H-Marketing of Hospital & Health Care Services

IX. Operations & Supply Chain Management

- PAPER 1. C305 I-Operation Research & Management
- PAPER 2. C306 I-Logistics Management
- PAPER 3. C307 I-Supply Chain Management
- PAPER 4. C405 I-Materials & Stores Management
- PAPER 5. C406 I- Systems in Supply Chain Management
- PAPER 6. C407 I-Innovation & Research & Development Management

X. Business Analytics

- PAPER 1. C305 J-Marketing Analytics
- PAPER 2. C306 J-Financial Analytics
- PAPER 3. C307J-HR Analytics
- PAPER 4. C405 J-Cloud & Big Data
- PAPER 5. C406 J- Security & Master Data Management
- PAPER 6. C407 J-Internet of Things