SCHOOL OF MANAGEMENT (SOM)

MBA

PROGRAMME STRUCTURE-2023

I Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6ECON5011	Managerial Economics	Foundation	FC	CC	SOM	4	2-0-1-3
6ACCT6011	Accounting for Managers	Foundation	FC	CC	SOM	3	3-0-0-3
6MGMT5011	Dynamics of Human Behaviour	Foundation	FC	CC	SOM	3	3-0-0-3
6ANLT6011	Information System and Business Analytics	Foundation	FC	CC	SOM	4	2-0-1-3
6MKTG5011	Marketing Management	Foundation	FC	CC	SOM	3	3-0-0-3
6STAT6011	Business Statistics with R	Foundation	FC	CC	SOM	4	2-0-1-3
6HRMT5011	Human Resource Management	Foundation	FC	CC	SOM	3	3-0-0-3
Common Core							
GCSCD1011	Community Service-I (COS-I) *	CS	-	-	DCCC	2	0-0-1-1*
TOTAL						**26**	**21 + 1***
Common Core (Non-Credit) - Graduate Requirement:							
GPSBD1101/ GPSBD1171/ GPSBA1021	Career Preparedness Program - I (Oral and Written Communication + Career Essentials + Prepare for Aptitude Test - I)	PS	-	AECC	DCCC	4	GR
Audit Course:							

Internship- I (CIP) of 2 credits to be carried out between I and I Semester break. The corresponding 2 credits will be reflected in the IV Semester

* The Community Service-I (COS-I) of 30 hours has to be carried out in the I Semester. The corresponding 1 credit and the CIE will be reflected in the IV Semester.

II Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School / Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT5031	International Business Management	Foundation	FC	CC	SOM	3	3-0-0-3
6MGMT5041	Business Research Methods	Foundation	FC	CC	SOM	4	2-0-1-3
6FINC5031	Financial Management	Foundation	FC	CC	SOM	3	3-0-0-3
6OPSM6011	Operations Research for Managers	Foundation	FC	CC	SOM	4	2-0-1-3
XXXXX6XX1	Discipline Specific Elective – 11	Elective	DSE	DSE	SOM	3/4	3-0-0-3/ 2-0-1-3
XXXXX6XX1	Discipline Specific Elective – 12	Elective	DSE	DSE	SOM	3/4	3-0-0-3/ 2-0-1-3
XXXXX6XX1	Discipline Specific Elective – 21	Elective	DSE	DSE	SOM	3/4	3-0-0-3/ 2-0-1-3
XXXXX6XX1	Discipline Specific Elective – 22	Elective	DSE	DSE	SOM	3/4	3-0-0-3/ 2-0-1-3
6INTS6010	Internship I (CIP)†	Internship	Internship	CC	SOM	4	0-0-2-2†
Common Core							
GCSCD1021	Community Service-II (COS-II) *	CS	-	-	DCCC	2	0-0-1-1*
Total						**32 / 36**	**24 + 1* + 2†**
Common Core (Non-Credit) - Graduate Requirement:							
GPSBT1041/ GPSBD1181/ GPSBA1031	Career Preparedness Program - II (Design Thinking + Career Effectiveness + Prepare for Aptitude Tests - II)	PS	-	AECC	DCCC	5	GR
Audit Course:							

† Internship I - Community Internship Program (CIP) credits are reflected in the IV Semester

Internship- II (SIP) of 4 credits to be carried out between II and III Semester break. The corresponding 4 credits will be reflected in the IV Semester.

*The Community Service-II (COS-II) of 30 hours has to be carried out in the II Semester. The corresponding 1 credit and the CIE will be reflected in the IV Semester.

III Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT5051	Strategic Analysis and Management	Foundation	FC	CC	SOM	3	3-0-0-3
6OPSM6021	Operations Management	Foundation	IC	CC	SOM	3	3-0-0-3
6XXXX5XX1	General Elective	Elective	GE	GE	SOM	3	3-0-0-3
XXXXX7XX1	Discipline Specific Elective – 13 - (MOOC)	Elective	GE	DSE	SOM	5	1-0-2-3
XXXXX7XX1	Discipline Specific Elective – 14	Elective	GE	DSE	SOM	3/4	3-0-0-3/ 2-0-1-3
XXXXX7XX1	Discipline Specific Elective – 23	Elective	GE	DSE	SOM	3/4	3-0-0-3/ 2-0-1-3
XXXXX7XX1	Discipline Specific Elective – 24	Elective	GE	DSE	SOM	3/4	3-0-0-3/ 2-0-1-3
Xxxxx	Ethics & Values	Foundation	FC	AECC	SOM	2	2-0-0-2
6INTS7010	Internship II (SIP)†	Foundation	Internship II (SIP)	CC	SOM	8	0-0-4-4†
Total						**33/36**	**23 + 4†**
Common Core (Non-Credit) - Graduate Requirement:							
GPSDL1051	Career Preparedness Program - III (Strategy for Self-Management)	PS	-	AECC	DCCC	1	GR
Audit Course:							

† Internship II - Summer Internship Program (SIP) credits are reflected in the IV Semester

IV Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT5061	Legal Environment of Business	Foundation	FC	CC	SOM	3	3-0-0-3
6MGMT5071	Leadership and Capacity Building	Foundation	FC	CC	SOM	3	3-0-0-3
6OPSM5031	Total Quality Management	Foundation	FC	AECC	SOM	3	3-0-0-3
6XXXX6XX1	General Elective	Electives	IC	GE	SOM	3	3-0-0-3
	Research Publication					4	0-0-2-2
6INTS6010	Internship I (CIP)	Foundation	Internship I (CIP)	CC	SOM	-	0-0-2-2
6INTS7010	Internship II (SIP)	Foundation	Internship II (SIP)	CC	SOM	-	0-0-4-4
6CAPS7010	Capstone	Project	Project	DSE	SOM	12	0-0-6-6
GCSCD1011	Community Service-I (COS-I) *	CS	-	-	DCCC	-	0-0-1-1*
GCSCD1021	Community Service-II (COS-II) *	CS	-	-	DCCC	-	0-0-1-1*
Total						**28**	**28**
Audit Course:							

General Elective Courses:

Semester	Course Code	Course
III	6MGMT5081	Doing Business in Emerging Markets**
	6MGMT5091	Social Entrepreneurship
	6OPSM5041	Project Management
IV	6OPSM6051	Management Control System
	6OPSM6061	Technology Management

**It is an Industry facing course to be handled by the Industry Experts and the course will be coordinated by the Faculty in charge.

DISCIPLINE SPECIFIC ELECTIVE COURSES:

A) Specialization: **Finance**

Semester	Course Code	Course
II	3FINC6191	Investment Analysis and Portfolio Management
	3FINC6201	Financial Markets and Intermediaries
	6ANLT6081	Financial Modeling and Analytics**
III	6FINC7011	International Financial Management
	6FINC7021	Project Finance Management
	6TAXN7011	Indian Tax System

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B) Specialization: **Marketing**

Semester	Course Code	Course
II	6MKTG6081	DTC Marketing
	6MKTG6031	Retail Management
	6MKTG6041	Digital Marketing
III	6MKTG7051	Integrated Marketing Communication and Brand Management
	6MKTG7091	Neuro Marketing
	6ANLT7091	Marketing Analytics**

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C) Specialization: **Human Resource Management**

Semester	Course Code	Course
II	6HRMT6081	Competency mapping
	6HRMT6031	Employee Relationship Management
	6HRMT6092	Performance and Compensation Management
III	6ANLT7101	Human Resource Analytics**
	6HRMT7061	International Human Resource Management
	6HRMT7071	Talent Management

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D) Specialization: **Digital Marketing**

Semester	Course Code	Course
II	6MKTG6021	B2B Marketing
	6MKTG6031	Digital Innovation and Transformation
	6MKTG6041	Digital Marketing
III	6DMKG7011	Search Engine Optimization and Search Engine Marketing
	6DMKG7021	Social Media Marketing
	6DMKG7041	Digital Marketing Analytics**

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E) Specialization: **Supply Chain Management**

Semester	Course Code	Course
II	6SCMT6011	Logistics Management
	6SCMT6021	Inventory and Warehousing Management
	6SCMT6031	Supply Chain Performance Management
III	6SCMT7041	Procurement and Contract Management**
	6SCMT7051	Supply Relationship Management
	6SCMT7061	Sustainable Supply Chain Management

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F) Specialization: **Business Analytics**

Semester	Course Code	Course
II	6ANLT6021	Data Science Using Python
	6ANLT6031	Advanced Business Analytics Using SPSS**
	6ANLT6041	Data Visualisation Using Tableau
III	6ANLT7051	Application of R-tool
	6ANLT7061	Social Media Analytics
	6ANLT7071	AI & Machine Learning

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