

**MBA Programme**  
**Teaching & Examination Scheme**  
**2<sup>nd</sup> Year – III Semester**

Dual Specialization is proposed: Six Subjects (Three from each group) the student will get specialized in two Majors.

THEORY												
S N	Category	Course		Contact			Marks				Cr	
		Code	Title	hrs/week			Exam	IA	ETE	Total		
				L	T	P						
1	PCC	M -301	Business Policy and Strategic Management		3	0	0	3	30	70	<b>100</b>	<b>3</b>
2	PEC	<b>3 subjects from any two elective groups</b>	Elective I (First Group)		3	0	0	3	30	70	<b>100</b>	<b>3</b>
3			Elective II		3	0	0	3	30	70	<b>100</b>	<b>3</b>
4			Elective III		3	0	0	3	30	70	<b>100</b>	<b>3</b>
5			Elective I (Second Group)		3	0	0	3	30	70	<b>100</b>	<b>3</b>
6			Elective II		3	0	0	3	30	70	<b>100</b>	<b>3</b>
7			Elective III		3	0	0	3	30	70	<b>100</b>	<b>3</b>
					<b>Sub Total</b>		<b>21</b>	<b>0</b>	<b>0</b>			
PRACTICAL & SESSIONAL												
8	PS	M-309	Practice School - III		0	0	3	3	50	50	<b>100</b>	<b>3</b>
9	SI	M-310	Summer Internship		0	0	3	3	50	50	<b>100</b>	<b>3</b>
			<b>Sub Total</b>		<b>0</b>	<b>0</b>	<b>6</b>				<b>200</b>	<b>6</b>
<b>TOTAL OF III SEMESTER</b>					<b>21</b>	<b>0</b>	<b>6</b>				<b>900</b>	<b>27</b>

*P: Practical, Cr: Credits, ETE: End Term Exam, IA: Internal Assessment*

### List of Electives (III Semester)

SUBJECT CODE	FINANCE
FM-311	Security Analysis and Portfolio Management
FM-312	International Financial Management
FM-313	Indian Financial Markets and Services
FM-314	Strategic Cost Management and Control
FM-315	Mergers, Acquisitions and Corporate Restructuring
	MARKETING
MM-321	Integrated Marketing Communication
MM-322	Retail Management
MM-323	Sales Distribution and Logistics Management
MM-324	Product & Brand Management
MM-325	Business to Business marketing
MM-326	Strategic Marketing
MM-327	Managing Corporate Relations
	HUMAN RESOURCE MANAGEMENT
HR-331	Training & Organizational Development
HR-332	Strategic Human Resource Management
HR-333	Leadership, Change Management and Managerial Effectiveness
HR-334	Human Resource Planning and Compensation Management
HR-335	Psychological, Psychometric testing & Self Assessment
HR-336	Recruitment and Selection
HR-337	Personality Development and business Etiquette
HR-338	Human Resource Development
	BUSINESS ANALYTICS
BA-341	Basics of Data
BA-342	Marketing Analytics
BA-343	Predictive Analytics
BA-344	HR Analytics
BA-345	Simulation Modelling
	AGRI BUSINESS MANAGEMENT
AB-351	Introduction to Agri Business Management
AB-352	Agri Business Environment in India
AB-353	Food Retail Management
AB-354	Agri Supply Management
AB-355	Agriculture Marketing
	ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT
ES-361	Entrepreneurship - Theory & Practice

ES-362	Effective Entrepreneurship
ES-363	New Enterprise Creation & Start-Up
ES-364	Family Business Management
ES-365	Business Plan Preparation