



PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi

MBA Program Regulations and Curriculum, 2018

Regulation No.: PU/AC-11/16/06_2019

*Resolution No. 11.16 of the 11th Meeting of the Academic Council held on 8th June, 2019 and ratified
by the Board of Management in its 12th Meeting held on 12th June, 2019.*

June 2019

**Master of Business Administration
Program Regulations and Curriculum, 2018**

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act, Statutes and Academic Regulations, 2017 of the University, the Academic Council hereby makes the following Regulations, namely;

PRELIMINARY

Short Title and Commencement

- (a) These Regulations shall be called the **Master of Business Administration Program Regulations and Curriculum, 2018**.
- (b) The **Master of Business Administration Program Regulations and Curriculum, 2018** are subject to, and, pursuant to the Academic Regulations, 2017
- (c) These Regulations shall be applicable to Master of Business Administration (MBA) Program 2018-20 Batch and to which that may be introduced in future.
- (d) They shall come into force from the Academic Session 2018-19.

Definitions

In these Regulations, unless there is anything repugnant to the subject or context:

- a) *“Academic Council” means the Academic Council of the University;*
- b) *“Academic Term” means a Semester or Summer Term;*
- c) *“Board of Examinations” means the Board of Examinations of the University;*
- d) *“Clause” means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;*
- e) *“Course” means, a specific subject usually identified by its course-number and course- title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific academic-session/semester;*
- f) *“Course Instructor” means, the teacher or the Course Instructor of a Course;*
- g) *“DAC” means, the Departmental Academic Committee;*
- h) *“Dean” means the Dean of the concerned school;*
- i) *“Dual Specialization” means two specialization areas which a student concentrates on or wishes to develop his/her expertise;*
- j) *“Elective” means courses offered under each area of Specialization;*
- k) *“HOD” means the Head of the Concerned Department;*
- l) *“Dissertation” means supervised project work during the fourth semester;*
- m) *“Open elective” means a course so specified in the Program Curriculum;*
- n) *“Program” means the Master of Business Administration (MBA) Program ;*
- o) *“Program Regulations” means the MBA Degree Program Regulations and Curriculum, 2017;*
- p) *“School” means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;*
- q) *“Specialization” means a particular area which a student concentrates on or wishes to develop his/her expertise;*
- r) *“Specialization Core Courses” means a set of courses so specified that a student has to compulsorily complete in the area of his/her specialization;*
- s) *“Specialization Elective Course” means an elective course offered under each area of specialization;*
- t) *“Special Summer Term” means an additional academic term conducted during the summer break*

(typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;

- u) “Statutes” means the Statutes of Presidency University;
- v) “Sub-Clause” means the duly numbered Sub-Clause of these Program Regulations;
- w) “Summer Internship” means supervised Internship in an Organization for 8 weeks;
- x) “University” means Presidency University, Bengaluru, and
- y) “University Learning Course” means a course so specified.

1.0 INTRODUCTION

- 1.1 The **Academic Regulations, 2017** are applicable to all existing Degree Programs of the University. The Academic Regulations, and any amendments made therein, shall also be applicable to new Degree and Diploma Programs that may be offered by the University in future.
- 1.2 The **Master of Business Administration Program Regulations and Curriculum, 2018** are applicable to the 2018-20 batch, Two-Year, Semester Based Full Time Master of Business Administration (MBA) Degree Program. They shall also be applicable to the new Two-Year MBA Degree Programs that may be offered by the University in future.
- 1.3 These Program Regulations and Curriculum may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.
- 1.4 These Program Regulations and Curriculum are structured as follows:
 - 1.4.1 **PART A:** Specific Regulations relevant to the Two-Year, Semester Based Full Time Master of Business Administration (MBA) Degree Program in pursuant of the provisions in Section 6.0 of the Academic Regulations, 2017 of the University
 - 1.4.2 **PART B:** Program Curriculum for specific Master of Business Administration (MBA) Degree Program of study as enumerated and named in Clause 1.2.

2.0 PART A: MBA DEGREE PROGRAM – SPECIFIC REGULATIONS

2.1 Program Description

The University is currently offering Two-Year Full Time Master’s Degree in Business Administration (MBA) with a dual specialization. The program offers five “specialization” areas: Marketing, Finance, Human Resource Management, Operations and Supply Chain Management and Data Science. The degree will be awarded as MBA (dual specialization in ‘areas chosen’). Example: MBA (Marketing and Finance).

The structure of the MBA Dual Specialization program is provided below:

S. No.	Table 2.1.1 – Structure of MBA (Dual Specialization) Program	Credits	Number of Courses
1	Core Courses	55	19
2	Personal and Professional Development (PPD) Courses	7	5

2	Specialization Area a) Specialization Core Courses b) Specialization Elective Courses Sub Total	18 8 26	6 4 10
3	Open Elective Courses	4	2
4	Summer Internship	4	1
5	Dissertation	6	1
6	University Learning Course	1	1
	Total Credits	103	39

The program requires students to take up two specialization areas. Specialization shall be offered in a given area only if a minimum number of 30 students register for that area of specialization. The University holds the discretion of offering or not offering a specialization area when the minimum number of students registering for the area of specialization is less than 30. A specialization elective course or open elective course would be offered by the university only if a minimum of 15 students register for such course. The University holds the discretion of offering or not offering the specialization elective/open elective course when the number of students registering for the course is less than 15.

In order to qualify for the award of the MBA Degree (Dual Specialization), a student must obtain a total of 103 Credits as per the Structure of the MBA Program given in Table 2.1.1. The detailed Program Curriculum is provided in Section 3.

2.2 Program Duration

The duration of Master of Business Administration (MBA) Degree program is Two Years. The program is Semester-based and the curriculum is spread over four academic semesters. Each Academic year comprises of two academic semesters (Odd and Even Semesters).

2.3 Admission criteria to the Two-Year Master of Business Administration(MBA) Degree Program

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. All admissions shall be made on the basis of merit in the qualifying examinations; Provided that forty percent of the admissions in all courses of the university shall be reserved for the students of Karnataka State and admissions shall be made through a Common Entrance Examination conducted by the State Government or its agency and seats shall be allotted as per the merit and reservation policy of the State Government from time to time. The admission criteria to the Master of Business Administration (MBA) Degree program is listed in the following Sub-Clauses:

2.3.1 An applicant who has successfully completed a Bachelor's Degree Program in any discipline with a minimum of 50% (45% in case of candidates belonging to Reserved Category) aggregate from a recognized University of India or outside.

2.3.2 A high score in a National-Level Management Aptitude Test (GMAT/CAT/XAT/MAT/CMAT/KMAT/Karnataka PGCET) preferred.

2.3.3 Reservation for the SC/ST and other backward classes shall be made in

- accordance with the directions of Government in force from time to time.
- 2.3.4 Admissions are offered to Foreign Nationals and Indians living abroad in accordance with the rules applicable for such admission, issued from time to time, by the Government of India.
- 2.3.5 Candidates must fulfill the medical standards required for admission as prescribed by the University.
- 2.3.6 If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management, recommending revoking the admission of the candidate.
- 2.3.7 The decision of the Board of Management regarding the admissions is final and binding.

2.4 Specific Regulations regarding Assessment and Evaluation (Refer Clauses 8.5 to 8.8 of the Academic Regulations, 2017)

The components of continuous assessments, weightage for each component and the method of evaluation shall be assigned considering the nature of the Courses in terms of the pedagogy and outcomes.

- 2.4.1 Normally, for the Courses that have only the Lecture and Tutorial Credit Structure (L – T – 0), with no Practical component, the components of Continuous Assessment and the distribution of weightage among the components of continuous assessment and duration of the examination/assessment shall be as detailed in Table 2.4.1 below:

Components of Continuous Assessments		Weightage (% of Total Marks)	Duration of Assessment
1	Continuous Assessment 1: Mid Term Examination	20%	2 Hours
	2: Other Components (a minimum of any three (3)) of the following: · Quiz · Seminar · Assignments · Project work · Presentation · Case Analysis · Term Paper · Class Tests · Any other assessment as prescribed by the respective Course Handouts.	30%	
2	End Term Final Examination (ETE)	50%	3 Hours

2.4.2 Normally, for Laboratory/Practice Based Courses with a Credit Structure of (0 – 0 – P), or (L – 0 – P), the components of Continuous Assessment and the distribution of weightage among the components of Continuous Assessment and duration of the examination/assessment shall be as detailed in Table 2.4.2 below:

Table 2.4.2			
Method of Assessment for Practice Based Courses with Credit Structure (0 – 0 – P) / (L – 0 – P)			
Components of Assessment		Weightage (% of Total Marks)	Duration of Assessment
1	Continuous Assessment 1: Practical exercises, conducted in every Practice session / activity, including Lab records, practice / project reports, attendance / class participation as applicable, and as prescribed by the Course Handout.	30%	NA
2	Continuous Assessment 2: Practical Test / Viva-Voce / Quiz / Practice Assignments / Presentations and other assessments as prescribed in the Course Handout.	20%	NA
3	End Term Practical Examinations: Practical Experiment / Practice Test(s) with Viva-Voce, Jury or any other type of assessment as prescribed in the Course Handout.	50%	2 or 3 hours
Total		100%	

2.4.3 Normally, for Practice/Skill based Courses, without a defined credit structure (L – T – P), but with assigned Credits, (as defined in Clause 5.2 of the Academic Regulations, 2017), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be prescribed in the concerned Course Handout. There shall be no component of End Term Final Examinations for such Courses.

2.4.4 In case any exception is required for a particular Course, where the methods of assessment prescribed in the specific regulations mentioned above in Sub-Clauses 2.4.1, 2.4.2 and 2.4.3 are not suitable/relevant for the assessing the performance in the concerned Course, the BOS shall recommend the appropriate method of assessment for approval of the Academic Council.

2.5 Summer Internship

The Program requires a student to compulsorily undergo 8 weeks of Summer Internship after completion of second semester between May and July in an Academic Year. The progress of the student's performance will be assessed and graded based on the method of evaluation prescribed in the concerned Course Handout. A minimum of 40% of the allotted marks is required for "PASS" grade (Grade D). In case a student fails to achieve the pass grade he / she will be required to repeat the summer internship at the end of the IV semester.

Dissertation

The Program requires a student to undergo a Dissertation work during the 4th semester of the MBA Program (January – March). Either of the two modes described below can be adopted to complete the dissertation in accordance with the corresponding guidelines:

2.5.1 Field Immersion Project with Dissertation:

Field immersion project (with dissertation) involve the use of design thinking to solve real time problems faced by an Industry / Organization. A student who have got a final placement or placement with internship shall undergo Field Immersion Project for a minimum period of 10 weeks in an industry/ organization, subject to the following conditions:

- 2.5.1.1 The Field Immersion Project shall be approved by the concerned HOD and be carried out under the guidance of a faculty member.
- 2.5.1.2 The students will identify the pressing problems, challenges and opportunities in the Industry / Organization. The students are expected provide solutions to address the problems and challenges faced.
- 2.5.1.3 The entire field immersion project will have to be done in a single organization. Student will not be allowed to do short- duration internships in different companies to achieve the cut-off duration of 10 weeks. Students must do their entire field project in the Organization where they were initially placed.
- 2.5.1.4 Students need to be in continuous contact with their faculty guides and update them on the progress of their work. Faculty will monitor the progress of the students under them. The students are expected to adhere to the schedule of activities mentioned in the Course Handout.
- 2.5.1.5 The various evaluation components and method of grading for the Field Immersion Project in an Industry / Organization shall be prescribed and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations, 2017). The same shall be prescribed in the Dissertation Handout.

2.5.2 Research Project with Dissertation:

A student may opt to do an academic research project work (with dissertation) in Research Centre / University Department(s), subject to the following conditions:

- 2.5.2.1 The research project shall be approved by the concerned HOD and be carried out under the guidance of a faculty member.
- 2.5.2.2 The student may do the project work in a Research Centre / University Department(s) of her/ his choice subject to the above mentioned condition (Sub-Clause 2.5.2.1). Provided further, that the Research Centre offering such project work confirms to the University that the project work will be conducted in accordance with the Program Regulations and requirements of the University.
- 2.5.2.3 The project work should be based on primary and/or secondary data and appropriate research tools and techniques may be applied.
- 2.5.2.4 Outcome of the research project should be in form of at least one research publication jointly with the project guide based on the work carried out.

2.5.2.5 The various evaluation components and method of grading for the research project shall be prescribed and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations, 2017). The same shall be prescribed in the Dissertation Handout.

A minimum of 40% of the allotted marks is required for “PASS” grade (Grade D). In case a student fails to achieve the pass grade he / she will be required to repeat the Dissertation and submit the revised dissertation report within two months from the date of result declaration.

2.6 Transfer of Credits from Massive Open Online Courses (MOOCs)

(Refer Section 18.0 of the Academic Regulations.)

The provisions and rules pertaining to the transfer of credits are outlined in Section 18.0 of the Academic Regulations. The Rules and Guidelines for the transfer of credits specifically from the On-line Courses conducted by the Study Webs of Active-Learning for Young Aspiring Minds-National Program on Technology Enhanced Learning, Edx, Coursera etc (MOOCs) (Refer Sub-Clause 18.2 of the Academic Regulations) are as stated in the following Sub-Clauses:

- 2.6.1 A student may complete MOOC courses and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Specialization Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned MBA Program Regulations and Curriculum. However, it is the sole responsibility of the student to complete the mandatory credit requirements of the Specialization Elective Courses and the Open Elective Courses as prescribed by the Program Regulations and Curriculum of the concerned MBA Program.
- 2.6.2 Approved MOOC Courses shall be included as annexes to the Program Regulations and Curriculum for the concerned MBA Program and shall be announced through University Notifications to the students from time to time. A student shall request for transfer of credits from only approved/notified MOOC Courses as published by the concerned Departments.
- 2.6.3 MOOC Courses are considered for transfer of credits only if the concerned student has successfully completed the MOOC Course(s) and obtained the MOOC Certificate to this effect.
- 2.6.4 A student cannot transfer credits from MOOC Courses to earn the mandatory credits assigned for any other type of Courses (other than Specialization and Open Elective Courses) as prescribed in the concerned Program Regulations and Curriculum. However, a student may complete MOOC Courses and transfer equivalent credits in excess of the required mandatory credits (and Courses)
- 2.6.5 Before the commencement of each Semester or during Pre-Registration schedule as per the Academic Calendar, the concerned department will release a list of approved MOOC courses offered as Specialization / Open electives under concerned MBA program.
- 2.6.6 Students may Pre-Register for the approved MOOC Courses in the respective Departments and register for the MOOC Courses as per the schedule announced by SWAYAM/NPTEL/EdX/Coursera etc.
- 2.6.7 The Credit Equivalence mapped to MOOC course durations for transfer of credits will be recommended by the MOOC committee and approved by the DAC of the concerned department.
- 2.6.8 A student who has successfully completed the approved MOOC Course(s)

and wants to avail the provision of transfer of equivalent credits to fulfill (partially or fully) the mandatory credit requirements of the Specialization Electives and/or Open Electives as prescribed in the concerned Program Regulations and Curriculum, must submit the original MOOC Course Certificates to the Head of the Parent Department concerned, with a written request for the transfer of the equivalent credits. On verification of the MOOC Course Certificates and approval by the Head of the Department concerned, the MOOC Course(s) and equivalent Credits will be included in Course (with associated Credits) Registration of the concerned student in the Semester immediately following the completion of the MOOC Course(s).

- 2.6.9 The components of continuous assessment and conduct of End term final examinations for a particular approved MOOC course shall be prescribed by the MOOC Committee and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations, 2019).
- 2.6.10 The grading system for such MOOC courses with transfer of credits shall be prescribed by the MOOC committee and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations, 2019).
- 2.6.11 A students may submit a request for credit transfer from MOOC Courses before the last instruction day of the third (3rd) Semester of the MBA program as specified in the Academic Calendar. Requests for credit transfers shall not be permissible in the fourth (4th) semester.
- 2.6.12 Students who have passed all the Courses at the end of 1st Semester of a MBA program alone can enroll for a MOOC course.
- 2.6.13 The maximum permissible number of credits that a student may request for transfer in an entire duration of MBA program is twelve (12) credits.
- 2.6.14 The University shall not reimburse any fees/expense, a student may incur for the MOOC Courses.

2.7 University Learning Courses

The objective of a University Learning Course (ULC) is to sensitize and inculcate commitment to social and environmental issues and make a contribution through service and experiential learning. The outcome is to produce graduates who are sensitized and committed to serving the social and environmental needs of society. The ULC is a 1- Credit Course and the student is required to complete this course ideally during the Semesters of the 1st Year of the Program. The nature and details of the ULC shall be approved by the concerned Departmental Academic Committee (DAC). As per the Academic Regulations, the ‘S’ grade is awarded for “satisfactory completion” of the Course and ‘NC’ grade is awarded for “non-completion” of the Course. The student who receives the “NC” grade shall repeat the ULC (it may be another type of ULC as approved by the concerned DAC) until the concerned student secures the “S” grade in the ULC. The “S” and “NC” grades do not carry grade points and hence not included in the SGPA, CGPA computations.

2.8 Open Electives

Open Electives are Courses offered by any Department/ School of the University. The primary objective of offering Open Electives is to provide interdisciplinary/ transdisciplinary learning experiences. The outcome is a graduate with a fair exposure to disciplines beyond the chosen specialization in the MBA Program. Open Electives offered by any Department/ School of the University are listed in the Course Structure under the Open Elective category and offered to students of any Department including the

parent Department/ School. The Course details and method of evaluation shall be clearly prescribed in the concerned Course Handout.

2.9 Special Summer Term (Refer Section 15.0 of the Academic Regulations, 2017):

The Special Summer Term is an **exception provision offered to students of the MBA Program** at the end of the 4th Semester of the Program. Students who have placeholder grades of “NP” and/or “NE” in the course(s) on offer, or have failed (“F” grade) in the course(s) of the previous Semester(s) even after availing the Make-Up Examinations, may be allowed, as a special case the provision of the Special Summer Term, only after the declaration of results of the fourth (4th) semester of the program concerned, to give them a provision to complete the program in the academic year concerned. Further, students who have secured low grades in the course(s), in the previous semesters can register for the course(s) on offer, to complete the course(s) and earn the concerned credits and/or to improve their performance and secure higher grades in the course(s) may use the provisions of the Special Summer Term. A student who desires to clear failed course(s) and/or improve CGPA may register for the Special Summer Term subject to all the conditions stated in the Sub-Clauses below:

- 2.9.1 A student who wishes to register for the Special Summer Term must complete the registration process on or before the last date for Registration as notified by the University to this effect. No late registration shall be permitted.
- 2.9.2 A student can register for a maximum of THREE (03) Courses.
- 2.9.3 A student cannot request or demand for a specific course to be offered.
- 2.9.4 A student, who is registering for a course (or courses) in the Special Summer Term, must submit a completed Special Summer Term Registration Card, checked and verified by the Dean/HOD concerned, to the Examination Department Academic of the University. Further, where applicable, the Special Summer Term Registration Card will contain the list of failed and/or lower graded course(s) for which the student is registering.
- 2.9.5 A course that is offered may be withdrawn if the number of Registrations for the concerned Course(s) is less than TEN (10). Further, if the Course is withdrawn due to lack of the minimum number of Registrations required (i.e., 10), the Registration Fee for the concerned course shall be refunded to the students who had registered for the concerned course.
- 2.9.6 The student shall remit the Registration Fee per course, as prescribed by the University from time to time, within the date specified for payment. Further,
 - (a) the student must have paid all the required fees and other charges including hostel charges, where applicable;
 - (b) the student must have cleared all University fees and Hostel dues of previous semester(s)/year(s); and,
 - (c) the student has not been debarred from registering on disciplinary or other grounds.
- 2.9.7 All rules and conditions prescribed in Section 15.0 of the Academic Regulations shall be applicable to the Special Summer Term provision.

2.10 COURSE HANDOUT (Refer Clause 6.2 of the Academic Regulations, 2017)

The Course Handout is a comprehensive document describing the Objectives/Outcomes of the Course, the detailed syllabus (with the prescribed Text Book(s) and Reference Material) and the Lesson/Session-wise Plan, and all the relevant and necessary details regarding the pedagogy, expectation from the students regarding preparation, participation and self-learning, components of continuous assessment and respective weightage (in percentage (%) of the total marks of all components of assessment) given to the components, and the method of evaluation. The guidelines for preparation of the Course Handout, its approval

and delivery is listed in the following Sub-Clauses:

- 2.10.1 Normally the Course Handout is prepared by the Course Instructor(s) assigned to teach the Course. In cases of multiple sections of students registered for the same Course, an Instructor In-Charge, assigned by the DAC, shall prepare the Course Handout in consultation with the other Course Instructors assigned to the concerned Course.
- 2.10.2 The DAC shall examine each Course Handout and arrange for necessary deliberations as required. On acceptance of the completeness and quality of the Course Handout, the DAC shall approve the Course Handout.
- 2.10.3 A consolidated printed Booklet of all Course Handouts corresponding to the academic semester of a particular Program of Study shall be provided to every student concerned on the first day/Registration day of the concerned Semester.
- 2.10.4 The Course Handout is a very important guide for the students registered in the concerned course. The students are expected to use the Course Handout Booklet to prepare regularly and benefit from each session (lecture/tutorial/practical) of the course(s) and perform well in the continuous assessments and end term final examination, as applicable. Every student shall read and adhere to all the guidelines prescribed in the Course Handout.

3.0 PART B:

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAM – PROGRAM CURRICULUM

3.1 MBA 2018-20 PROGRAM STRUCTURE

Table 3.1.1		
MBA 2018-20 PROGRAM STRUCTURE		
<i>Semester</i>	Courses	Total Credits
<i>Semester I</i>	3 Core Course x 2 Credits	6 Credits
	3 Core Courses x 3 Credits	9 Credits
	2 Core Courses x 4 Credits	8 Credits
	2 PPD Courses (2 + 1.5 Credits)	3.5 credits
	Sub-Total	26.5 Credits
<i>Semester II</i>	1 Core Course	2 Credits
	1 Core Course x 4 Credits	4 Credits
	7 Core Courses x 3 Credits	21 Credits
	1 PPD Course x 1.5 Credits	1.5 Credits
	1 University Learning Course	1 Credit
Sub-Total	29.5 Credits	
<i>Internship</i>	Summer Internship (after II Semester for 8weeks)	4 Credits
<i>Semester III</i>	2 PPD Courses (1 + 1 Credits)	2 Credits
	1 Core Courses x 3 Credits	3 Credits
	1 Core Course x 2 Credits	2 Credits
	Specialization (A) – 3 Core Courses x 3 Credits	9 Credits
	Specialization (B) – 3 Core Courses x 3 Credits	9 Credits
Sub-Total	25 Credits	
<i>Semester IV</i>	Specialization (A) – 2 Elective Courses x 2 Credits	4 Credits
	Specialization (B) – 2 Elective Courses x 2 Credits	4 Credits
	Open Elective – 2 Courses x 2 Credits	4 Credits
	Sub-Total	12 Credits
<i>Industrial Practice</i>	Dissertation	6 Credits
	Grand Total	103 Credits

3.2 MBA 2018-20 PROGRAM CURRICULUM

PROPOSED SEMESTER-WISE COURSES

Table 3.2.1 I SEMESTER							
S. No.	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS
			L	T	P	Credits	
1	MGT101	Communication for Managers	1	0	2	2	3
2	FIN101	Financial Accounting for Managers	3	1	0	4	4
3	ECO101	Microeconomics for Managers	3	0	0	3	3
4	MKT101	Marketing Management-I	3	0	0	3	3
5	MGT102	Management Information Systems	2	0	0	2	2
6	HRM101	Organizational Behaviour	3	0	0	3	3
7	MGT103	Business Statistics	3	1	0	4	4
8	PPS101	Personality Development-I	0	0	3	1.5	3
9	MGT104	Spreadsheets for Managers	1	0	2	2	3
10	MGT105	Mathematics for Managers	1	1	0	2	2
TOTAL			20-3-7			26.5	30

Table 3.2.2 II SEMESTER							
S. No.	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS
			L	T	P	Credits	
1	FIN102	Corporate Finance	3	1	0	4	4
2	OPS101	Production and Operations Management	3	0	0	3	3
3	HRM102	Human Resource Management	3	0	0	3	3
4	ECO102	Macro and International Economics	3	0	0	3	3
5	FIN103	Managerial and Cost Accounting	3	0	0	3	3
6	MGT106	Business Research Methods	3	0	0	3	3
7	MKT102	Marketing Management-II	3	0	0	3	3
8	MGT107	Corporate Strategy	3	0	0	3	3
9	MGT108	Business Laws	2	0	0	2	2
10	PPS102	Personality Development-II	0	0	3	1.5	3
11	ULC101	University Learning Course				1	
TOTAL			26-1-3			29.5	30

**Table 3.2.3
III SEMESTER**

S. No.	COURSE CODE	COURSE NAME	COURSE TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	PPS103	Aptitude Training	Core	0	0	2	1	2
2	PPS104	Personality Development- III	Core	0	0	2	1	2
3	MGT109	Business Ethics, Corporate Governance and Social Responsibility	Core	3	0	0	3	3
4	MGT110	Contemporary Issues in Business and Society	Core	2	0	0	2	2
5		Specialization *(A) Core 1	Specialization Core	3	0	0	3	3
6		Specialization *(A) Core 2	Specialization Core	3	0	0	3	3
7		Specialization *(A) Core 3	Specialization Core	3	0	0	3	3
8		Specialization *(B) Core 1	Specialization Core	3	0	0	3	3
9		Specialization *(B) Core 2	Specialization Core	3	0	0	3	3
10		Specialization *(B) Core 3	Specialization Core	3	0	0	3	3
11	MGT501	Summer Internship [%]					4	
TOTAL				23-0-4			25 + 4	27

*Specialization Courses are listed in Table 3.2.6 to 3.2.10

[%] Summer Internship will be conducted during the Summer Break and credited in the III Semester

**Table 3.2.4
IV SEMESTER[^]**

S. No.	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS [^]
			L	T	P	Credits	
1		Specialization [*] (A) Elective 1	2	0	0	2	
		Specialization [*] (A) Elective 2	2	0	0	2	
2		Specialization [*] (B) Elective 1	2	0	0	2	
3		Specialization [*] (B) Elective 2	2	0	0	2	
3		Open Elective [#] 1	2	0	0	2	
4		Open Elective [#] 2	2	0	0	2	
5	MGT502	Industrial Practice/Dissertation				6	
TOTAL			12-0-0			12 + 6	

[^] Semester IV Classes would be conducted over a minimum of 30 teaching days (Jan - March).

[%] Industrial Practice/Dissertation of 10 Weeks during IV Semester is between March and May.

^{*} Specialization Courses are listed in Table 3.2.6 to 3.2.10

[#] Open Elective Courses are listed in Table 3.2.11

**Table 3.2.5
Index of Specialization Course List Tables**

S. No.	Specialization	Table No.
1	Finance	3.2.6
2	Marketing	3.2.7
3	Operations and Supply Chain Management	3.2.8
4	Human Resource Management	3.2.9
5	Data Science	3.2.10

LIST OF SPECIALIZATION COURSES

**Table 3.2.6
FINANCE**

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	FIN201	Investment Management	Core	3	0	0	3	3
2	FIN202	Financial Markets and Services	Core	3	0	0	3	3
3	FIN203	Strategic Financial Management	Core	3	0	0	3	3
4	FIN301	Derivatives and Risk Management	Elective	2	0	0	2	2
5	FIN302	International Finance	Elective	2	0	0	2	2
6	FIN303	Mergers, Acquisitions and Corporate Restructuring	Elective	2	0	0	2	2
7	FIN304	Insurance and Risk Management	Elective	2	0	0	2	2
8	FIN305	Commercial Banking	Elective	2	0	0	2	2
9	FIN306	Project Finance and Appraisal	Elective	2	0	0	2	2

LIST OF SPECIALIZATION COURSES

**Table 3.2.7
MARKETING**

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	MKT201	Sales and Retail Management	Core	3	0	0	3	3
2	MKT202	Consumer Behaviour	Core	3	0	0	3	3
3	MKT203	Integrated Marketing Communication(s)	Core	3	0	0	3	3
4	MKT301	Marketing of Services	Elective	2	0	0	2	2
5	MKT302	Product and Brand Management	Elective	2	0	0	2	2
6	MKT303	Business Marketing	Elective	2	0	0	2	2
7	MKT304	Rural Marketing	Elective	2	0	0	2	2
8	MKT305	Digital and Social Media Marketing	Elective	2	0	0	2	2
9	MKT306	International Marketing	Elective	2	0	0	2	2

LIST OF SPECIALIZATION COURSES
Table 3.2.8
OPERATIONS AND SUPPLY CHAIN MANAGEMENT

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	OPS201	Services Operations Management	Core	3	0	0	3	3
2	OPS202	Project Management	Core	3	0	0	3	3
3	OPS203	Logistics and Supply Chain Management	Core	3	0	0	3	3
4	OPS301	Production Planning and Control	Elective	2	0	0	2	2
5	OPS302	Global Supply Chain Management	Elective	2	0	0	2	2
6	OPS303	Product Innovation and Development	Elective	2	0	0	2	2
7	OPS304	Operations Strategy	Elective	2	0	0	2	2
8	OPS305	Total Quality Management	Elective	2	0	0	2	2
9	OPS306	Operations Analytics	Elective	2	0	0	2	2

LIST OF SPECIALIZATION COURSES
Table 3.2.9
HUMAN RESOURCE MANAGEMENT

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	HRM201	Performance Management	Core	3	0	0	3	3
2	HRM202	Recruitment and Selection	Core	3	0	0	3	3
3	HRM203	Industrial Relations and Labor Laws	Core	3	0	0	3	3
4	HRM301	Learning and Development	Elective	2	0	0	2	2
5	HRM302	International Human Resource Management	Elective	2	0	0	2	2
6	HRM303	Organizational Development and Change Management	Elective	2	0	0	2	2
7	HRM304	HR Analytics	Elective	2	0	0	2	2
8	HRM305	Compensation Management	Elective	2	0	0	2	2
9	HRM306	Knowledge Management	Elective	2	0	0	2	2

LIST OF SPECIALIZATION COURSES
Table 3.2.10
DATA SCIENCE

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	DAS201	Applied Business Analytics	Core	3	0	0	3	3
2	DAS202	Data Science using R	Core	3	0	0	3	3
3	DAS203	Predictive Analytics	Core	3	0	0	3	3
4	DAS301	Programming for Analytics	Elective	1	1	0	2	2
5	DAS302	Financial Analytics	Elective	1	1	0	2	2
6	DAS303	Marketing Analytics	Elective	1	1	0	2	2
7	HRM304	HR Analytics	Elective	1	1	0	2	2

Table 3.2.11
LIST OF OPEN ELECTIVES

S. No.	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS
			L	T	P	Credits	
1	MGT401	Entrepreneurship and New Venture Creation	2	0	0	2	2
2	ECO401	Econometrics for Managers	2	0	0	2	2
3	MGT402	Management Consulting	2	0	0	2	2
4	MGT403	E-Business Management	2	0	0	2	2
5	HRM401	Psychology at Work	2	0	0	2	2
6	HRM402	Managing People and Performance	2	0	0	2	2
7	MKT401	Customer Relationship Management	2	0	0	2	2
8	FIN401	Personal Finance	2	0	0	2	2

Table 3.2.12				
List of Indicative MOOC Courses – Finance				
S. No.	Course Name	Duration	Faculty & Institute	MOOC Provider
1	Bank Management	12 Weeks	Prof. R. Madhumathi, IIT Madras	NPTEL - SWAYAM
2	Corporate Tax Planning	15 Weeks	Prof. Anirban Ghosh Netaji Subhas Open University, Kolkata	NPTEL - SWAYAM
3	Working Capital Management	12 Weeks	Prof. Anil K. Sharma, IIT Roorkee	NPTEL - SWAYAM
4	Beginner to Pro in Excel: Financial Modeling and Valuation		365 Careers	UDEMY

Table 3.2.13				
List of Indicative MOOC Courses – Marketing				
S. No.	Course Name	Duration	Faculty & Institute	MOOC Provider
1	Marketing & Innovation	8 Weeks	Prof. Smitha Girija & Prof. Jagdish Sheth, IILM Institute of Higher Education, IIMB	NPTEL - SWAYAM
2	New Product Development	6 Weeks	Dr. Ganesh N Prabhu, IIMB	NPTEL - SWAYAM
3	CRM	4 Weeks	Dr. Shainesh G, IIMB	NPTEL - SWAYAM
4	Marketing Research and Analysis	8 Weeks	Prof. Jogendra Kumar Nayak, IIT Roorkee	NPTEL - SWAYAM

Table 3.2.14				
List of Indicative MOOC Courses – Human Resource Management				
S. No.	Course Name	Duration	Faculty & Institute	MOOC Provider
1	Human Resource Development	12 Weeks	Prof. Kailash BL, Srivastava, IIT Kharagpur	NPTEL - SWAYAM
2	Performance and Reward Management	12 Weeks	Prof. Sushmita Mukhopadhyay, IIT Kharagpur	NPTEL - SWAYAM
3	Conflict Management with Emotional Intelligence	12 Weeks	Robin Hills	Udemy
4	Organization Design: Creating Competitive Advantage	7 Weeks	IIMB	IIMBx
5	Diversity and inclusion in the workplace	4 Weeks	Junko Takagi, ESSEC Business School	Coursera
6	HR Best Practices: How Top Companies Engage, Retain Manpower	6 Weeks	Shubhi Saxena, Vishal Singh Jadon	Udemy
7	Human Resources Strategy Bootcamp	6 Weeks	Annissa Deshpande	Udemy
8	Influencing People	4 Weeks	Scott De Rue & Maxim Sytch	Coursera

Table 3.2.15				
List of Indicative MOOC Courses – Operations and Supply Chain Management				
S. No.	Course Name	Duration	Faculty & Institute	MOOC Provider
1	Continuous Quality Improvement Tools & Techniques	12 Weeks	Dr. Sanjeev Singh, Quality Council of India, IIM-B	SWAYAM
2	New Product Development	6 Weeks	Prof. Ganesh N Prabhu, IIM-B	SWAYAM
3	Manufacturing Competitiveness	8 Weeks	Shishir Bharadwaj, Quality Council of India, IIM-B	SWAYAM
4	Toyota Production System	8 Weeks	Prof. Rajat Agrawal, IIT Roorkee	SWAYAM
5	Supply Chain Analytics	8 Weeks	Prof. Rajat Agrawal, IIT Roorkee	NPTEL
6	Advances Green Manufacturing System	12 Weeks	Prof. Deepu Philip, Prof. Amandeep Singh IIT-Kanpur	NPTEL

Table 3.2.16				
List of Indicative MOOC Courses – Business Analytics				
S. No.	Course Name	Duration	Faculty & Institute	MOOC Provider
1	Practitioners Course In Descriptive, Predictive And Prescriptive Analytics	8 Weeks	Prof. Deepu Philip, Prof. Amandeep Singh Oberoi, IIT Kanpur	NPTEL – SWAYAM
2	Business Analytics & Text Mining Modeling Using Python	8 Weeks	IIT R	NPTEL – SWAYAM
3	Introduction to Business Analytics: Communicating with Data	4 Weeks	Kevin Hartman, Visiting Professor & Head of Analytics at Google	Coursera