

CURRICULUM AND SCHEME OF EXAMINATIONS OF TWO YEAR MBA/ MBA (INDUSTRY INTEGRATED) PROGRAMME

**Second Year
Fourth Semester**

Sub: Code	Title of the Subject (s)	External Marks	Internal Marks	Practical Marks	Duration of Exams
Compulsory					
MBA- 401	Total Quality Management	60	40	-	3hrs
MBA- 402	Environmental Management	60	40	-	3hrs
MBA- 406	Dissertation	Report Writing 50	Viva Voce 50	-	-
Specialization (Choose any one/two specialization)					
Financial Management					
MBA - FM-403	Corporate Restructuring	60	40	-	3hrs
MBA - FM-404	Management of Financial Services	60	40	-	3hrs
MBA - FM-405	Global Financial Marketing	60	40	-	3hrs

Marketing Management					
MBA - MM-403	Marketing of Services	60	40	-	3hrs
MBA - MM-404	Brand Management	60	40	-	3hrs
MBA - MM-405	Industrial Marketing	60	40	-	3hrs
Human Resource Management					
MBA - HR-403	Management of Training and Development	60	40	-	3hrs
MBA - HR-404	Organizational Change and Development	60	40	-	3hrs
MBA - HR-405	International Human Resource Management	60	40	-	3hrs
Information Technology					
MBA - IT- 403	E- Commerce	60	40	-	3hrs
MBA - IT- 404	Visual Programming	60	40	-	3hrs
MBA - IT- 405	Software Engineering	60	40	-	3hrs
Operations Management					
MBA-OM-403	Logistic Management	60	40	-	3hrs
MBA-OM-404	Quality Management System – Reliability and Maintainability	60	40	-	3hrs

MBA-OM-405	World Class Manufacturing	60	40	-	3hrs
Supply Chain Management					
MBA-SCM-403	Logistics	60	40	-	3hrs
MBA-SCM-404	Retail Supply Chain Management	60	40	-	3hrs
MBA-SCM-405	ERP and Web Based Supply Chain Management	60	40	-	3hrs
Retail Management					
MBA-RM-403	Store Operations, Layout Designs, and Visual Merchandizing	60	40	-	3hrs
MBA-RM-404	Retail Merchandise Management	60	40	-	3hrs
MBA-RM-405	Logistics and Retail Information	60	40	-	3hrs
International Business Management					
MBA-IB-403	International Human Resource Management	60	40	-	3hrs
MBA-IB-404	International Logistic Management	60	40	-	3hrs
MBA-IB-405	World Economy and Globalization	60	40	-	3hrs
Semester IV Grand Total (Single Specialization)			600		
Semester IV Grand Total(Dual Specialization)			900		