

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES
(AUTONOMOUS)
Regulations and Syllabus of
MASTER OF BUSINESS ADMINISTRATION (MBA)
DEGREE EXAMINATION
(Syllabus w.e.f.)
(FULL-TIME)

(2020-21 Academic year)**

Regulations and Syllabus of MBA

1. Admission into MBA (FT) programme will be made on the basis of ranks obtained in the Admission Test (I-CET). The eligibility criteria will be as per the latest guidelines specified by APSCHE.
2. The mode of instruction will be based on the prescribed syllabus.
3. Detailed Syllabus is given in Annexure 1.
4. **Highlights of the new curriculum:** Intention of the new curriculum is to add value to the stakeholders by effectively addressing their requirements in more than one way by:
5. Adoption of Choice Based Credit System and grading system in line with national policies and international practices.
6. Enhancing the brand value of the MBA programme of the institute.
7. Emphasizing centrality of the student and teacher-student relationship in the learning process.
8. Focusing on continuous evaluation throughout the programme.
9. Empowering the student through cafeteria approach –by providing generic core, subject core, and subject elective and open elective courses. Students can choose courses of their choice and adopt an interdisciplinary approach to learning.
10. Supplementing traditional classroom teaching learning with focus on group activity, field work, experiential learning, self study, projects etc.
11. Incorporating emerging specializations viz, Retail Management, Banking and Financial Services and Hospital Management thereby providing wider choice to the students.

I and II SEM

C.Code	Title of the Paper	Semester	Credits	Marks	Hours Per Week
101	Management Process & Organization Behavior	I	4	30+70=100	4
102	Quantitative Techniques for Managers	I	4	30+70=100	5
103	Economics for Managers	I	4	30+70=100	4
104	Business Environment: India and International	I	4	30+70=100	4
105	Accounting for Managers	I	4	30+70=100	5
106	Managerial Communication Skills	I	4	30+70=100	4
107	Business Law	I	4	30+70=100	4
108	Open Elective:	I	2	30(P)+20(E)=50	2
	a)HVPE/ b)FRENCH/ c)EXCEL / d) Soft Skills.				
109	Contemporary Project and Viva	I	2	50	
201	Financial Management	II	4	30+70=100	5
202	Marketing Management	II	4	30+70=100	4
203	Human Resource Management	II	4	30+70=100	4
204	Production and Operations Management	II	4	30+70=100	5
205	Research Methodology	II	4	30+70=100	4
206	Behavioral Dynamics and Change Management			30+70=100	
207	Entrepreneurship Development	II	4	30+70=100	4
208	Open Elective:	II	2	30(P)+20(E)=50	2
	a)Business Analytics b)Tally c)Yoga				
209	Comprehensive Viva	II	2	50	-

III SEM

301	Operations Research	III	4	30+70=100	4
	Functional Paper-I	III	4	30+70=100	4
	Functional Paper-II	III	4	30+70=100	4
	Functional Paper-III	III	4	30+70=100	4
	Functional Paper-IV	III	4	30+70=100	4
	Sectoral Paper-I	III	4	30+70=100	4
	Sectoral Paper-II	III	4	30+70=100	4
308	Project Viva	III	4	100	-

IV SEM

401	Business Policy and Strategic Management	IV	4	30+70=100	4
	Functional Paper-I	IV	4	30+70=100	4
	Functional Paper-II	IV	4	30+70=100	4
	Sectorial Paper-I	IV	4	30+70=100	4
	Sectorial Paper-II	IV	4	30+70=100	4
OI 406	Optional I: Internship and Observation Report	IV	4	100 (50+50)	
OI 407	Viva on Internship	IV	4	100	
OII 406	Optional II: Digital Marketing	IV	4	30+70=100	4
OII 407	Project Management	IV	4	30+70=100	4
408	Comprehensive Viva	III	4	100	-

Electives:

C.Code	Title of the Paper	Semester	Credits	Marks	Hours Per Week
Financial Management					
FM 302	Security Analysis and Portfolio Management	III	4	30+70=100	4
FM 303	Financial Institutions & Markets	III	4	30+70=100	4
FM 304	Financial Derivatives	III	4	30+70=100	4
FM 305	Management of Financial Services	III	4	30+70=100	4
FM 306	Working Capital Management	III	4	30+70=100	4
FM 307	Financial Engineering	III	4	30+70=100	4
FM 402	Strategic Financial Management	IV	4	30+70=100	4
FM 403	International Financial Management	IV	4	30+70=100	4
FM 404	Behavioral Finance	IV	4	30+70=100	4
FM 405	Income Tax Law and Practice	IV	4	30+70=100	4
Marketing Management					
MM 302	Consumer Behavior and Customer Relationship Management	III	4	30+70=100	4
MM 303	Sales and Distribution Management	III	4	30+70=100	4
MM 304	Services Marketing Management	III	4	30+70=100	4
MM 305	Retail Marketing	III	4	30+70=100	4
MM 306	Rural Marketing	III	4	30+70=100	4
MM 307	E-Marketing	III	4	30+70=100	4
MM 402	Advertising and Brand Management	IV	4	30+70=100	4
MM 403	Global Marketing	IV	4	30+70=100	4
MM 404	Business to Business (B2B) Marketing	IV	4	30+70=100	4
MM 405	Strategic Marketing	IV	4	30+70=100	4
Human Resource Management					
HR 302	Human Resource Planning and Development	III	4	30+70=100	4
HR 303	Legal Framework in Human Resource Management	III	4	30+70=100	4

HR 304	Compensation and Welfare Management	III	4	30+70=100	4
HR 305	Advanced and Emerging issues in HRM	III	4	30+70=100	4
HR 306	Stress Management	III	4	30+70=100	4
HR 307	Human Resource Information Systems and Technology	III	4	30+70=100	4
HR 402	Performance and Talent Management Systems	IV	4	30+70=100	4
HR 403	International Human Resource Management	IV	4	30+70=100	4
HR 404	Strategic Human Resource Management	IV	4	30+70=100	4
HR 405	Knowledge Management	IV	4	30+70=100	4
Banking and Financial Services					
BFS 302	Retail Banking	III	4	30+70=100	4
BFS 303	Insurance	III	4	30+70=100	4
BFS 304	Treasury and FOREX Management	III	4	30+70=100	4
BFS 305	Rural Banking and Financial Inclusion	III	4	30+70=100	4
BFS 402	Corporate Banking	IV	4	30+70=100	4
BFS 403	Securities Operations	IV	4	30+70=100	4
BFS 404	Insurance Risk Management	IV	4	30+70=100	4
BFS 405	Wealth management	IV	4	30+70=100	4
Retail Management					
RM 302	Retail Management	III	4	30+70=100	4
RM 303	Retail Store Management	III	4	30+70=100	4
RM 304	Supply Chain Management in Retailing	III	4	30+70=100	4
RM 305	Franchise and Brand Management	III	4	30+70=100	4
RM 402	Merchandise Management	IV	4	30+70=100	4
RM 403	E-Tailing	IV	4	30+70=100	4
RM 404	Strategic Retailing	IV	4	30+70=100	4
RM 405	Retail Communication	IV	4	30+70=100	4
Hospital Management					
HM 302	Patient Care and Behavior	III	4	30+70=100	4
HM 303	Hospital Operations Management	III	4	30+70=100	4
HM 304	Hospital Planning and Engineering	III	4	30+70=100	4

HM 305	Health Care Management and Hospital Environment	III	4	30+70=100	4
HM 402	Legal and Ethical issues in health care services	IV	4	30+70=100	4
HM 403	Medical Audit and Quality Management in Hospital	IV	4	30+70=100	4
HM 404	Hospital Information System.	IV	4	30+70=100	4
HM 405	Hospital Waste Management	IV	4	30+70=100	4