

Sidho-Kanho-Birsha University, Purulia, West Bengal

Two-year Degree Course in Master of Business Administration (MBA)



Course Structure (With effect from Academic Session: 2020-21)

The Course is comprised of Four Semesters having seven papers of 100 marks and 4 credits each in each semester. Thus, the total course will have 28 papers with 2800 marks and 112 credits. Papers in the course are in the nature of Compulsory Paper, Elective Paper from Specialisation Area, Internship/Field Based Project, Dissertation and Outreach Programme.

The Course will offer both Major Specialisation in three functional areas as well Minor Specialisation in four sectoral areas. In case of Major Specialisation students have to choose a total of six papers in Semester III & IV (three papers each in Semester III and IV) out of a total of eight papers to be offered to them and in case of Minor Specialisation students have to choose a total of four papers in Semester III & IV (three papers each in Semester III and IV) out of a total of six papers to be offered to them so that they can have their choice in selecting their papers in spirit of CBCS system. The details of specialisation are as follows:

SPACIALIZATIONS OFFERED:

| Functional Specialisation (Major) | Sectoral Specialisation (Minor) |
|--|---|
| Finance Marketing Management Human Resource Management | Tourism and Travel Management Rural Management Environmental Management Family Business and Entrepreneurship |

Detailed Course Structure for Master of Business Administration (MBA)

Semester-I

**Seven Compulsory Papers (Core Courses) of 100 marks & four Credits each
(Total 700 Marks & 28 Credits)**

| Semester | Paper | Paper Code | Marks | Credits |
|-------------------|--|-------------------|--------------|----------------|
| Semester-I | Management Process and Organizational Behaviour (MPOB) | MBA-101 | 100 | 4 |
| | Managerial Economics & Economic Environment (MEEE) | MBA-102 | 100 | 4 |
| | Accounting for Managers (AM) | MBA-103 | 100 | 4 |
| | Statistics for Business Decisions (SBD) | MBA-104 | 100 | 4 |
| | Business Communication & Business Ethics and Corporate Social Responsibility (BCBECSR) | MBA-105 | (50+50) | 4 |
| | Legal Environment of Business (LEB) | MBA-106 | 100 | 4 |
| | Computer Applications in Management (Theory & Practical) (CAM) | MBA-107 | (50+50) | 4 |
| Total | | | 700 | 28 |

Semester-II

**Seven Compulsory Papers (Core Courses) of 100 marks & four Credits each
(Total 700 Marks & 28 Credits)**

| Semester | Paper | Paper Code | Marks | Credits |
|--------------------|--|-------------------|--------------|----------------|
| Semester-II | Financial Management (FM) | MBA-201 | 100 | 4 |
| | Marketing Management (MM) | MBA-202 | 100 | 4 |
| | Human Resource Management (HRM) | MBA-203 | 100 | 4 |
| | Production and Operations Management (POM) | MBA-204 | 100 | 4 |
| | Research Methodology (RM) | MBA-205 | 100 | 4 |
| | Emerging Managerial Sectors (EMS) | MBA-206 | 100 | 4 |
| | Entrepreneurship Development & Outreach Programme (EDOP) | MBA-207 | (50+50) | 4 |
| Total | | | 700 | 28 |

Semester-III

**Five Elective Papers (Three from Major Elective & Two from Minor Elective) and Two Compulsory papers (One on Internship Project/Field Based Project & another one on Project Viva Voce & Professional Development) of 100 marks & 4 Credits each
(Total 700 Marks & 28 Credits)**

| Semester | Paper | Paper Code | Marks | Credits |
|---------------------|--|-------------------|--------------|----------------|
| Semester-III | Major Elective Paper-1 | MBA-301 | 100 | 4 |
| | Major Elective Paper-2 | MBA-302 | 100 | 4 |
| | Major Elective Paper-3 | MBA-303 | 100 | 4 |
| | Minor Elective Paper-1 | MBA-304 | 100 | 4 |
| | Minor Elective Paper-2 | MBA-305 | 100 | 4 |
| | Internship Project/Field Based Project | MBA-306 | 100 | 4 |
| | Project Viva Voce & Professional Development | MBA-307 | (50+50) | 4 |
| Total | | | 700 | 28 |

Semester-IV

**Five Elective Papers (Three from Major Elective & Two from Minor Elective) and Two Compulsory papers (Including one paper on Dissertation and Comprehensive Viva-Voce) of 100 marks & 4 Credits each
(Total 700 Marks & 28 Credits)**

| Semester | Paper | Paper Code | Marks | Credit |
|--------------------|---|-------------------|--------------|---------------|
| Semester-IV | Major Elective Paper-4 | MBA-401 | 100 | 4 |
| | Major Elective Paper-5 | MBA-402 | 100 | 4 |
| | Major Elective Paper-6 | MBA-403 | 100 | 4 |
| | Minor Elective Paper-3 | MBA-404 | 100 | 4 |
| | Minor Elective Paper-4 | MBA-405 | 100 | 4 |
| | Strategic and Innovation Management | MBA-406 | 100 | 4 |
| | Specialization-based Dissertation & Comprehensive Viva Voce | MBA-407 | (50+50) | 4 |
| Total | | | 700 | 28 |

LIST OF SPECIALISATION PAPERS:

Major Specialization: Finance (Six Papers to be taken out of Eight Papers)

1. Advance Cost and Management Accounting
2. Financial Statement Analysis
3. Security Analysis and Portfolio Management
4. Direct and Indirect Taxation
5. Financial Institutions, Markets and Services
6. International Financial Management
7. Financial Derivatives & Financial Engineering
8. Mergers, Acquisitions and Corporate Restructuring

Major Specialization: Marketing Management (Six Papers to be taken out of Eight Papers)

1. Sales and Distribution Management
2. Marketing of Services
3. Consumer Behaviour and Marketing Research
4. Advertising and Brand Management
5. Digital and Social Media Marketing
6. Logistics and Supply Chain Management
7. Retail Management
8. Customer Relationship Management

Major Specialization: Human Resource Management (Six Papers to be taken out of Eight Papers)

1. Labour Legislations
2. Employee Relations
3. Labour Welfare
4. Human Resource Planning & Recruitment and Selection
5. Performance Management
6. Compensation Management
7. Human Resource Development
8. Strategic Human Resource Management

Minor Specialization: Tourism and Travel Management (Four Papers to be taken out of Six Papers)

1. Travel Agency Management
2. Tour Operation & itinerary Planning
3. Tourism Products of India
4. Tour Guiding and Escorting
5. Destination Management
6. Event Management

Minor Specialization: Rural Management (Four Papers to be taken out of Six Papers)

1. Rural Entrepreneurship & E-Business
2. Agri-Business Management
3. Rural Marketing
4. Rural Banking & Finance
5. Rural Development Interventions
6. Management of Rural Resources for Sustainable Business

Minor Specialization: Environmental Management (Four Papers to be taken out of Six Papers)

1. Environmental Economics
2. Environmental Impact Assessment
3. Climate Change & Sustainable Development
4. Pollution & Disaster Management
5. Natural Resource Conservation & Management
6. Waste Management

Minor Specialization: Family Business and Entrepreneurship (Four Papers to be taken out of Six Papers)

1. Family Business Management & Governance
2. Entrepreneurial Finance
3. Social Entrepreneurship & Impact Investment
4. Management of Technology and innovation
5. Contemporary Business Models
6. Enterprise Resource Building