

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)	MMBACCT101	100	4
	Managerial Economics & Economic Environment (MEEE)	MMBACCT102	100	4
	Accounting for Managers (AM)	MMBACCT103	100	4
	Statistics for Business Decisions (SBD)	MMBACCT104	100	4
	Business Communication & Business Ethics and Corporate Social Responsibility (BCBECSR)	MMBACCT105	(50+50)	4
	Legal Environment of Business (LEB)	MMBACCT106	100	4
	Computer Applications in Management (Theory & Practical) (CAM)	MMBACCC101	(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)	MMBACCT201	100	4
	Marketing Management (MM)	MMBACCT202	100	4
	Human Resource Management (HRM)	MMBACCT203	100	4
	Production and Operations Management (POM)	MMBACCT204	100	4
	Research Methodology (RM)	MMBACCT205	100	4
	Emerging Managerial Sectors (EMS)	MMBACCT206	100	4
	Entrepreneurship Development & Outreach Programme (EDOP)	MMBACCC207	(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	MMBAMET301	100	4
	Major Elective Paper-2	MMBAMET302	100	4
	Major Elective Paper-3	MMBAMET303	100	4
	Minor Elective Paper-1	MMBAMNT304	100	4
	Minor Elective Paper-2	MMBAMNT305	100	4
	Internship Project/Field Based Project	MMBACCP306	100	4
	Project Viva Voce & Professional Development	MMBACCP307	(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	MMBAMET401	100	4
	Major Elective Paper-5	MMBAMET402	100	4
	Major Elective Paper-6	MMBAMET403	100	4
	Minor Elective Paper-3	MMBAMNT404	100	4
	Minor Elective Paper-4	MMBAMNT405	100	4
	Strategic and Innovation Management	MMBACCT406	100	4
	Specialization-based Dissertation & Comprehensive Viva Voce	MMBACCP407	(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