

MBA Program Structure and Credits				
Year	Particulars	Credits	Total Credits	
I	I Semester	24	48	
	II Semester	24		
II	III Semester	24	52	
	IV Semester	4		
	Project Work(IV Semester)	18		
	Total	100	100	

PROGRAMME OUTCOMES STUDENT WILL BE ABLE TO (POS)

PO1. Acquire Sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations / institutions of importance.

PO2. Apply Effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.

PO3. Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness

PO4. Recognise the need for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment

PO5. Possess self-sustaining entrepreneurship qualities that encourages calculated risk taking.

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

PRINCIPAL
Alva's Institute of Engg. & Technology,
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SCHEME OF TEACHING AND EXAMINATION

I Semester									
Subject Code	Title of the Subject	Course Category	Teaching hours per week		Duration of Exam		Marks for		Credits
			Lecture	Practical	Total	Hours	CIE	SEE	Total Marks
18MBA11	Management & Organizational Behavior	Core	4	-	4	3	40	60	100
18MBA12	Managerial Economics	Core	4	-	4	3	40	60	100
18MBA13	Accounting for Managers	Core	4	-	4	3	40	60	100
18MBA14	Business Statistics & Analytics	Core	4	-	4	3	40	60	100
18MBA15	Marketing Management	Core	4	-	4	3	40	60	100
18MBA16	Managerial Communications	Core	4	-	4	3	40	60	100
Total			24	-	24	-	240	360	600

Note:

1. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard Case Centre. The student cannot assume the same cases will be part of the question paper.
2. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
3. Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.

II Semester									
Subject Code	Title of the Subject	Course Category	Teaching hours per week		Duration of Examination		Marks for		Credits
			Lecture	Practical	Total	Hours	CIE	SEE	Total Marks
18MBA21	Human Resource Management	Core	4	-	4	3	40	60	100
18MBA22	Financial Management	Core	4	-	4	3	40	60	100
18MBA23	Research Methodology	Core	4	-	4	3	40	60	100
18MBA24	Legal and Business Environment	Core	4	-	4	3	40	60	100
18MBA25	Strategic Management	Core	4	-	4	3	40	60	100
18MBA26	Entrepreneurship Development	Core	4	-	4	3	40	60	100
Total			24	-	24	-	240	360	600

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III Semester (Core Specialization)										
Subject Code			Course Category	Teaching hours per week			Marks for		Credits	
Marketing	Finance	Human Resource		Lecture	Practical	Total	CIE	SEE		
18MBAMM301 Consumer Behavior	18MBAFM301 Banking and Financial Services	18MBAHR301 Recruitment & Selection	Elective	3	2	5	3	40	60	4
18MBAMM302 Retail Management	18MBAFM302 Investment Management	18MBAHR302 HR Analytics	Elective	3	2	5	3	40	60	4
18MBAMM303 Services Marketing	18MBAFM303 Direct Taxation	18MBAHR303 Compensation & Reward System	Elective	3	2	5	3	40	60	4
18MBAMM304 Marketing Research & Analytics	18MBAFM304 Advanced Financial Management	18MBAHR304 Learning & Development	Elective	3	2	5	3	40	60	4
18MBAMM305 Business Marketing	18MBAFM305 Cost Management	18MBAHR305 Industrial Relations & Trade Unions	Elective	3	2	5	3	40	60	4
18MBAMM306 Supply Chain Management	18MBAFM306 Project Appraisal Planning & Control	18MBAHR306 Conflict & Negotiation Management	Elective	3	2	5	3	40	60	4
18MBAOS307 Industrial Visit	Organization Study		Core	0	8	8	—	40	60	4
			Core	—	—	—	—	—	—	—
Total				18	20	38	—	280	420	28

Note:

- Each Course has a theory component of 3hrs (3credits) and a Practical component of 2hrs (1credit). The Time-Table allotment for each course should be (3+2) = 5 hours.
- For the practical component, it is mandatory to maintain a practical record.
- 20% of marks should be allocated for application oriented questions in the SEE. Question Paper, based on practical component.
- Organization Study (Four Weeks) will be carried out by students after second semester during vacation and the report submitted by the students will be assessed internally during the third semester.
- One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- Course instructors are free to set the Course outcome and map with the Programme Outcome, subsequently attainment level may be calculated.

Rubrics for Organization Study			Rubrics for Viva voce Examination		
Particulars	Marks	Aspects	Particulars	Marks	Aspects
CIE	20	Communication skill	Assessment by the Guide- Interaction with the student	20	Communication skill
SEE	60	Understanding the Industry profile	Report Evaluation by the Guide	20	Understanding the Industry profile
Total			Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute	60	Understanding the Corporate Functions Company
Total			Total		
100			100		
10			10		
10			10		
5			5		
5			5		
60			60		

III Semester (Dual Specialization)

Subject Code			Course Category	Teaching hours per week			Marks for		Credits		
Marketing & Finance	Finance & IIR	IIR & Marketing		Lecture	Practical	Total	CIE	SEE			
18MBAMM301	18MBAFM301	18MBAHR301	Elective	3	2	5	3	40	60	100	4
Consumer Behavior	Banking and Financial Services	Recruitment & Selection									
18MBAMM302	18MBAFM302	18MBAHR302	Elective	3	2	5	3	40	60	100	4
Retail Management	Investment Management	HR Analytics									
18MBAMM303	18MBAFM303	18MBAHR303	Elective	3	2	5	3	40	60	100	4
Services Marketing	Direct Taxation	Compensation & Reward System									
18MBAMM304	18MBAFM304	18MBAHR304	Elective	3	2	5	3	40	60	100	4
Banking and Financial Services	Recruitment & Selection	Reward System Consumer Behavior									
18MBAMM305	18MBAFM305	18MBAHR305	Elective	3	2	5	3	40	60	100	4
Investment Management	HR Analytics	Retail Management									
18MBAMM306	18MBAFM306	18MBAHR306	Elective	3	2	5	3	40	60	100	4
Direct Taxation	Compensation & Reward System	Marketing									
18MBAOS307	Organization study		Core	—	8	8	—	40	60	100	4
Industrial Visit			Core	—	—	—	—	—	—	—	—
Total				18	20	38	—	280	420	700	28

Note:

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Total			Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute	60	Understanding the Corporate Functions Company
100			Total		
10			10		
10			10		
5			5		
5			5		
60			60		

