

Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BANGALORE.

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION (MBA)

BREAK UP OF CREDITS FOR THE MBA DEGREE CURRICULUM – 2016-2017

CORE COURSE	ELECTIVE COURSE	PROJECT	TOTAL CREDITS
60	32	08	100

SCHEME FOR THE AUTONOMOUS MBA PROGRAMME – 2016-2017

SL. NO.	NO. OF SUBJECTS	NO. OF CREDITS PER SUBJECT	CREDITS
1	I SEMESTER		24
	6 SUBJECTS	4 CREDITS EACH	
	<i>1 SUBJECT</i>	<i>NON-CREDIT</i>	
2	II SEMESTER		24
	6 SUBJECTS	4 CREDITS EACH	
	<i>1 SUBJECT</i>	<i>NON-CREDIT</i>	
3	III SEMESTER		24
	6 SUBJECTS	4 CREDITS EACH	
	<i>1 SUBJECT</i>	<i>NON-CREDIT</i>	
4	IV SEMESTER		28
	5 SUBJECTS	4 CREDITS EACH	
	<i>1 SUBJECT</i>	<i>NON-CREDIT</i>	
	PROJECT WORK	8 CREDITS	
TOTAL NO. OF CREDITS TO BE EARNED BY A CANDITATE IN TWO YEARS			100

I SEMESTER MBA

Sl No	Subject		Teaching hours/week		Total Credits	Exam Duration (Hrs.)	Marks for		Total Marks
	Name	Code	Lect.	Practical Component			CIE	SEE	
1	Management and Behavioral Process	MBA11	4	1	4	3	30	70	100
2	Managerial Economics	MBA12	4	1	4	3	30	70	100
3	Quantitative Methods and Techniques	MBA13	4	2	4	3	30	70	100
4	Accounting for Managers	MBA14	4	2	4	3	30	70	100
5	Marketing Management	MBA15	4	1	4	3	30	70	100
6	Managerial Communication	MBA16	4	1	4	3	30	70	100
7	<i>Computer Applications in Business</i>	<i>MNC 01</i>	4	2	-	-	50	-	50
	TOTAL		28	10	24	-	230	420	650

II SEMESTER MBA

SI No	Subject		Teaching hours/week		Total Credits	Exam Duration (Hrs.)	Marks for		Total Marks
	Name	Code	Lect.	Practical Component			CIE	SEE	
1	Business Law & Policy	MBA21	4	1	4	3	30	70	100
2	Entrepreneurship Development	MBA22	4	1	4	3	30	70	100
3	Financial Management	MBA23	4	1	4	3	30	70	100
4	Human Resource Management	MBA24	4	1	4	3	30	70	100
5	Operations Management	MBA25	4	1	4	3	30	70	100
6	Business Research Methods	MBA26	4	1	4	3	30	70	100
7	<i>Business Communication</i>	<i>MNC 02</i>	4	1	-	-	50	-	50
	TOTAL		28	7	24	-	230	420	650

III SEMESTER MBA

Sl No	Subject		Teaching hours/week		Total Credits	Exam Duration (Hrs.)	Marks for		Total Marks
	Name	Code	Lect.	Practical Component			CIE	SEE	
1	Strategic Management	MBA31	4	1	4	3	30	70	100
2	Banking and Insurance	MBA32	4	1	4	3	30	70	100
3	ELECTIVE 1		4	1	4	3	30	70	100
4	ELECTIVE 2		4	1	4	3	30	70	100
5	ELECTIVE 3		4	1	4	3	30	70	100
6	ELECTIVE 4		4	1	4	3	30	70	100
7	<i>Business Software Applications</i>	<i>MNC 03</i>	4	1	-	-	50	-	50
	TOTAL		28	7	24	-	230	420	650

Sl No	Subject		Teaching hours/week		Total Credits	Exam Duration (Hrs.)	Marks for		Total Marks
	Name	Code	Lect.	Practical Component			CIE	SEE	
1	Strategic Management	MBA 31	4	1	4	3	30	70	100
2	Banking and Insurance	MBA 32	4	1	4	3	30	70	100
	ELECTIVES – MARKETING				MBA – MM				
3	Consumer Behavior	MBA 311	4	1	4	3	30	70	100
4	Services Marketing	MBA 312	4	1	4	3	30	70	100
5	Business Marketing	MBA 313	4	1	4	3	30	70	100
6	Sales and Retail Management	MBA 314	4	1	4	3	30	70	100
	ELECTIVES – FINANCE				MBA–FM				
3	Portfolio Management	MBA 321	4	1	4	3	30	70	100
4	Investment Banking & Financial Services	MBA 322	4	1	4	3	30	70	100
5	Advanced Financial Management	MBA 323	4	1	4	3	30	70	100
6	Strategic Cost Management	MBA 324	4	1	4	3	30	70	100
	ELECTIVES – HRM				MBA–HR				
3	Recruitment and Selection	MBA 331	4	1	4	3	30	70	100
4	Industrial Relations and Legislation	MBA 332	4	1	4	3	30	70	100
5	Learning and Development	MBA 333	4	1	4	3	30	70	100
6	Compensation Management	MBA 334	4	1	4	3	30	70	100
7	<i>Business Software Applications</i>	<i>MNC 03</i>	4	1	-	-	50	-	50
	TOTAL		28	7	24	-	230	420	650

Marketing Specialization		Finance Specialization		Human Resource Specialization	
Subject code	Title of the Subject	Subject code	Title of the Subject	Subject code	Title of the Subject
MBA 311	Consumer Behavior	MBA 321	Portfolio Management	MBA 331	Recruitment and Selection
MBA 312	Services Marketing	MBA 322	Investment Banking & Financial Services	MBA 332	Industrial Relations and Legislation
MBA 313	Business Marketing	MBA 323	Advanced Financial Management	MBA 333	Learning and Development
MBA 314	Sales and Retail Management	MBA 324	Strategic Cost Management	MBA 334	Compensation Management

Dual Specialization

Marketing & Finance		Marketing & Human Resource		Finance & Human Resource	
Subject code	Title of the Subject	Subject code	Title of the Subject	Subject code	Title of the Subject
MBA 311	Consumer Behavior	MBA 311	Consumer Behavior	MBA 321	Portfolio Management
MBA 312	Services Marketing	MBA 312	Services Marketing	MBA 322	Investment Banking & Financial Services
MBA 321	Portfolio Management	MBA 331	Recruitment and Selection	MBA 331	Recruitment and Selection
MBA 322	Investment Banking & Financial Services	MBA 332	Industrial Relations and Legislation	MBA 332	Industrial Relations and Legislation

IV SEMESTER MBA

SI No	Subject		Teaching hours/week	Total Credits	Exam Duration (Hrs.)	Marks for		Total Marks
	Name	Code	Lect.			CIE	SEE	
1	International Business Management	MBA41	4	4	3	30	70	100
2	ELECTIVE 5		4	4	3	30	70	100
3	ELECTIVE 6		4	4	3	30	70	100
4	ELECTIVE 7		4	4	3	30	70	100
5	ELECTIVE 8		4	4	3	30	70	100
6	Project Work	MBA 42	-	8	-	30	70	100
7	<i>Personality Development</i>	<i>MNC 04</i>	4	-	-	50	-	50
	TOTAL		24	28	-	230	420	650

IV SEMESTER MBA

Sl No	Subject		Teaching hours/week		Total Credits	Exam Duration (Hrs.)	Marks for		Total Marks
	Name	Code	Lect.	Practical Component			CIE	SEE	
1	International Business Management	MBA 41	4	1	4	3	30	70	100
ELECTIVES – MARKETING MBA–MM									
2	Strategic Brand Management	MBA 415	4	1	4	3	30	70	100
3	Rural Marketing & e-marketing	MBA 416	4	1	4	3	30	70	100
4	Integrated Marketing Communications	MBA 417	4	1	4	3	30	70	100
5	International Marketing Management	MBA 418	4	1	4	3	30	70	100
ELECTIVES – FINANCE MBA– FM									
2	Mergers Acquisition Corporate Restructuring	MBA 425	4	1	4	3	30	70	100
3	Tax Management	MBA 426	4	1	4	3	30	70	100
4	Risk Management & Derivatives	MBA 427	4	1	4	3	30	70	100
5	International Financial Management	MBA 428	4	1	4	3	30	70	100
ELECTIVES – HRM MBA–HR									
2	International Human Resource Management	MBA 435	4	1	4	3	30	70	100
3	Competency Mapping and Performance Management	MBA 436	4	1	4	3	30	70	100
4	Personal Growth & Interpersonal Effectiveness	MBA 437	4	1	4	3	30	70	100
5	Organizational Change and Development	MBA 438	4	1	4	3	30	70	100
6	Project Work	MBA 42	-		8	-	30	70	100
7	<i>Personality Development</i>	<i>MNC04</i>	4	1	-	-	50	-	50
TOTAL			24	6	28	-	230	420	650

Marketing Specialization		Finance Specialization		Human Resource Specialization	
Subject code	Title of the Subject	Subject code	Title of the Subject	Subject code	Title of the Subject
MBA 415	Strategic Brand Management	MBA 425	Mergers Acquisition Corporate Restructuring	MBA 435	International Human Resource Management
MBA 416	Rural Marketing & e-marketing	MBA 426	Tax Management	MBA 436	Competency Mapping and Performance Management
MBA 417	Integrated Marketing Communications	MBA 427	Risk Management & Derivatives	MBA 437	Personal Growth & Interpersonal Effectiveness
MBA 418	International Marketing Management	MBA 428	International Financial Management	MBA 438	Organizational Change and Development

Dual Specialization

Marketing & Finance		Marketing & Human Resource		Finance & Human Resource	
Subject code	Title of the Subject	Subject code	Title of the Subject	Subject code	Title of the Subject
MBA 415	Strategic Brand Management	MBA 415	Strategic Brand Management	MBA 425	Mergers Acquisition Corporate Restructuring
MBA 416	Rural Marketing & e-marketing	MBA 416	Rural Marketing & e-marketing	MBA 426	Tax Management
MBA 425	Mergers Acquisition Corporate Restructuring	MBA 435	International Human Resource Management	MBA 435	International Human Resource Management
MBA 426	Tax Management	MBA 436	Competency Mapping and Performance Management	MBA 436	Competency Mapping and Performance Management