

MASTER OF BUSINESS ADMINISTRATION (MBA) (2-YEAR) (SEMESTER SYSTEM) -Previous

Eligibility Conditions

Pass in Bachelor's degree examination of Kurukshetra University OR any other recognized University. No. of seats in MBA is 1000. Admission to MBA would be made through merit in the qualifying examination.

Programmes of Study and Schemes of Examinations:

Master of Business Administration (MBA) is a Two-year CBCS/LOCF Programme. The student will get degree on successfully completing 102 credits)

SEMESTER-I

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks	Hours	Credits
				/Practical		
MBAD-101	Management Process & Organizational Behavior(MPOB)	100	70	30	4	4
MBAD-102	Fundamentals of Statistics for Business Decisions(FSBD)	100	70	30	4	4
MBAD-103	Managerial Economics(MAEC)	100	70	30	4	4
MBAD-104	Financial Accounting(FIAC)	100	70	30	4	4
MBAD-105	Business Communication(BUCU)	100	70	30	4	4
MBAD-106	Indian Economy and Business Environment(IEBE)	100	70	30	4	4

SEMESTER-II

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks	Hours	Credits
				/Practical		
MBAD-201	Human Resource Management (HRMA)	100	70	30	4	4
MBAD-202	Computer Applications in Management (CAMA)	100	50	50 (Practical exam by external examiner)	3	4
MBAD-203	Marketing Management (MAMA)	100	70	30	4	4
MBAD-204	Financial Management (FIMA)	100	70	30	4	4
MBAD-205	Business Research Methods (BRME)	100	70	30	4	4
MBAD-606	Production and Operations Management (PDMA)	100	70	30	4	4

SEMESTER-III

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks /Practical	Hours	Credits
MBAD-301	Strategic Management (STMA)	100	70	30	4	4
MBAD-302	Optimization Models for Business Decisions (OMBD)	100	70	30	4	4
MBAD-303	Summer Training (SUTR)	100	100	-	4	4

SEMESTER-IV

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks /Practical	Hours	Credits
MBAD-401	Business Ethics and Corporate Governance (BECG)	100	70	30	4	4
MBAD-402	Entrepreneurship Development (ENDE)	100	70	30	4	4
MBAD-403	Comprehensive Viva-Voce (COVV)	50	50	-	-	2

Note: The students opt for any specialization viz. Finance, Marketing, Human Resource Management. He/ She will have to opt for any four papers of chosen specialization in each of 3rd & 4th Semesters.

Specialization Area: FINANCE

SEMESTER-III

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks /Practical	Hours	Credits
MBADFM-301	Quantitative Analysis for Financial Decision Making	100	70	30	4	4
MBADFM 302	Foreign Exchange Management	100	70	30	4	4
MBADFM-303	Financial and Commodity Derivatives	100	100	30	4	4
MBADFM-304	Banking & Financial Services	100	100	30	4	4
MBADFM-305	Corporate Restructuring and Control	100	100	30	4	4
MBADFM-306	Security Analysis	100	100	30	4	4

SEMESTER-IV

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks /Practical	Hours	Credits
MBADFM-401	Financial Engineering	100	70	30	4	4
MBADFM-402	Project Planning & Management	100	70	30	4	4
MBADFM-403	Behavioral Finance	100	70	30	4	4
MBADFM-404	Portfolio Management	100	70	30	4	4
MBADFM-405	Insurance & Risk Management	100	70	30	4	4
MBADFM-406	Private Equity and Wealth Management	100	70	30	4	4

Specialization Area: MARKETING**SEMESTER-III**

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks/ Practical	Hours	Credits
MBADMM-301	Advertising Management	100	70	30	4	4
MBADMM- 302	Marketing Research & Analytics	100	70	30	4	4
MBADMM -303	Sales & Logistics Management	100	70	30	4	4
MBADMM -304	Consumer Behaviour	100	70	30	4	4
MBADMM -305	Strategic Brand Management	100	70	30	4	4
MBADMM -306	Digital Marketing	100	70	30	4	4

SEMESTER-IV

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks/ Practical	Hours	Credits
MBADMM-401	International Marketing	100	70	30	4	4
MBADMM-402	Business Marketing	100	70	30	4	4
MBADMM-403	Service Marketing	100	70	30	4	4
MBADMM-404	Strategic Marketing	100	70	30	4	4
MBADMM-405	Rural and Agribusiness Marketing	100	70	30	4	4
MBADMM-406	Retail and Mall Management	100	70	30	4	4

Specialization Area: HUMAN RESOURCE MANAGEMENT
SEMESTER-III

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks/ Practical	Hours	Credits
MBADHRM-301	Management of Industrial Relations	100	70	30	4	4
MBADHRM-302	Indian Labour Legislation	100	70	30	4	4
MBADHRM-303	Group Dynamics & Leadership Excellence	100	70	30	4	4
MBADHRM-304	HR Analytics	100	70	30	4	4
MBADHRM-305	HRD: System & Strategies	100	70	30	4	4
MBADHRM-306	Competency Mapping Assessment Centres	100	70	30	4	4

SEMESTER-IV

Paper No.	Subject Name	Total Marks	External Marks	Internal Marks/ Practical	Hours	Credits
MBADHRM-401	Training and Development	100	70	30	4	4
MBADHRM-402	Strategic Human Resource Management	100	70	30	4	4
MBADHRM-403	Change Management & Organizational Development	100	70	30	4	4
MBADHRM-404	Counselling, Mentoring & Negotiation Skills	100	70	30	4	4
MBADHRM-405	Compensation & Reward Mgt.	100	70	30	4	4
MBADHRM-406	Talent Acquisition & Performance Management	100	70	30	4	4

Note: All learners will have to undergo summer training of 4-6 weeks with an industrial, business or service organization by taking up a project study. The guidelines for internship and report submission are available in Prospectus.

MASTER OF BUSINESS ADMINISTRATION (MBA) (2-YEAR) (SEMESTER SYSTEM)-Final

Eligibility Conditions

Students of Part-I of MBA will be provisionally promoted to Part-II of MBA (2-Year) programme subject to clearing the reappear paper(s) of Part-I in the admissible chances

OR

MBA (2-Year) Part-II- Lateral Entry Scheme/ Promotional Class

Pass in two year Post-graduate Diploma/Degree in Business Management/Human Resource Management/Financial Management/Marketing Management/Insurance Business Management/Export Marketing Management OR M.Com. from this University OR and University/Institute recognized by UGC/AICTE/DEC/Govt. of India/State Govt.