

**MBA 1st Year Course Structure in accordance with
AICTE Model Curriculum Effective w.e.f.
Academic Session 2020-21
Semester I**

SN	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	0	50	100	0	150	3
2	KMBN102	MANAGERIAL ECONOMICS	4	0	0	30	20	0	50	100	0	150	3
3	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	30	20	0	50	100	0	150	3
4	KMBN104	BUSINESS STATISTICS & ANALYTICS	3	1	0	30	20	0	50	100	0	150	3
5	KMBN105	MARKETING MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
6	KMBN106	DESIGN THINKING	2	0	0	15	10	0	25	50		75	2
7	KMBN107	BUSINESS COMMUNICATION	3	1	0	30	20	0	50	100	0	150	3
		LAB / PRACTICALS											
8	KMBN151	IT SKILLS LAB -1	0	0	3	0		50	50	-	100	150	3
9	KMBN152	MINI PROJECT -1	0	0	3	0	0	25	25	0	50	75	3
												1200	26

Semester II

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	0	30	20	0	50	100	0	150	3
2	KMBN202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
3	KMBN203	BUSINESS RESEARCH METHODS	4	0	0	30	20	0	50	100	0	150	3
4	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	1	0	30	20	0	50	100	0	150	3
5	KMBN205	OPERATIONS MANAGEMENT	3	1	0	30	20	0	50	100	0	150	3
6	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	0	30	20	0	50	100	0	150	3
7	KMBN207	DIGITAL MARKETING & E COMMERCE	4	0	0	30	20	0	50	100	0	150	3
8	KMBN208	MANAGEMENT INFORMATION SYSTEMS	2	0	0	15	10	0	25	25	0	50	2
			LAB / PRACTICALS										
9	KMBN251	IT SKILLS LAB-2	0	0	2	0	0	25	25	0	25	50	1
10	KMBN252	MINI PROJECT -2	0	0	3	0	0	25	25	0	25	50	2
												1200	26

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End

Evaluation Criteria and Marks	Understanding of Objectives with topic (20)	Understanding of the relevance of Research (20)	Interpretation & Analysis (20)	Presentation & Communication skills (20)	Query Handling (20)	Total (100)
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MBA II Year Teaching and Evaluation Scheme
W.E.F. Academic Session 2021-22
(In Accordance with AICTE Model Curriculum & New Education Policy)

SEMESTER III

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN301	STRATEGIC MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
2	KMBN302	INNOVATION AND ENTREPRENEURSHIP	4	0	0	30	20	0	50	100	0	150	3
3	KVE 301	Universal Human Values and Professional Ethics	3	1	0	30	20	0	50	100	0	150	3
4		Elective- 1 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
5		Elective -2 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
6		Elective -1 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
7		Elective -2 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
8	KMBN308	Summer Training Project Report & Viva Voce	0	2	0	0	50	0	50	0	100	150	4
		TOTAL										1200	25

SEMESTER IV

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN401	Emerging Technologies in Global Business Environment	4	0	0	30	20	0	50	100	0	150	3
2		Elective- 3 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
3		Elective -4 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
4		Elective- 5 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
5		Elective -3 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
6		Elective -4 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
7		Elective -5 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3

8	KMBN408	Research Project Report & Viva Voce	0	2	0	0	50	0	50	0	100	150	4
		TOTAL										1200	25

Specialization Group: HUMAN RESOURCE (HR)

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN HR01	TALENT MANAGEMENT
2	KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN HR03	HR ANALYTICS
2	KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT
3	KMBN HR05	INTERNATIONAL HRM

Specialization Group: MARKETING (MK)

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION
2	KMBN MK02	MARKETING ANALYTICS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN MK03	B2B AND SERVICES MARKETING
2	KMBN MK04	SALES AND RETAIL MANAGEMENT
3	KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS

Specialization Group: FINANCE (FM)**Elective Subjects in III Semester**

S.No.	Code	Course Title
1	KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
2	KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN FM03	FINANCIAL DERIVATIVES
2	KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT
3	KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS

Specialization Group: INTERNATIONAL BUSINESS (IB)**Elective Subjects in III Semester**

S.No.	Code	Course Title
1	KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT
2	KMBN IB02	EXPORT IMPORT DOCUMENTATION

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN IB03	INTERNATIONAL LOGISTICS
2	KMBN IB04	CROSS CULTURAL MANAGEMENT
3	KMBN IB05	INTERNATIONAL TRADE LAWS

Specialization Group: INFORMATION TECHNOLOGY (IT)**Elective Subjects in III Semester**

S.No.	Code	Course Title
1	KMBN IT01	DATA ANALYTICS FOR BUSINESS DECISIONS

2	KMBN IT02	AI AND ML FOR BUSINESS
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Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN IT03	DATA BASE MANAGEMENT SYSTEM
2	KMBNI T04	CLOUD COMPUTING FOR BUSINESS
3	KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING

Specialization Group: OPERATION MANAGEMENT (OM)**Elective Subjects in III Semester**

1	KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT
2	KMBN OM 02	OPERATIONS PLANNING & CONTROL

Elective Subjects in IV Semester

3	KMBN OM 03	QUALITY MANAGEMENT
4	KMBN OM 04	PROJECT & SOURCING MANAGEMENT
5	KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM