

Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

DIRECTORATE OF DISTANCE EDUCATION

Syllabus

For

MASTER OF BUSINESS ADMINISTRATION (MBA)
(2020-21)



Directorate of Distance Education
Swami Vivekanand Subharti University
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Syllabus of MBA

SEMESTER I

Course Code	Course	Course Type	Teaching Load per week				Credit	Marks				Total Marks
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)		End-Semester Examination (ESE)		
								Tests	GD /P/ CT		AT T	
MBA-101	Principles and Practices of Management	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-102	Managerial Economics	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-103	Accounting for Managers	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-104	Organizational Behavior	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-105	Business Statistics	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-106	Information Systems for Management	Core Course	3	-	2	4	4	15	5	10	70	100
MBA-107	Communication for Management	Core Course	3	1	-	4	4	15	5	10	70	100
	Total					28	28	210		490		700

SEMESTER II

Course Code	Course	Course Type	Teaching Load per week				Credit	Marks			Total Marks	
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)				End-Semester Examination (ESE)
								Tes ts	GD /P/ CT	AT T		
MBA-201	Business Laws	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-202	Research Methodology	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-203	Financial Management	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-204	Human Resources Management	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-205	Marketing Management	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-206	Operations Research	Core Course	3	1	-	4	4	15	5	10	70	100
MBA-207	Production & Operations Management	Core Course	3	1	-	4	4	15	5	10	70	100
	Total					28	28	210			490	700

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SEMESTER III												
Course Code	Course	Course Type	Teaching Load per week				Credit	Marks				Total Marks
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)			End-Semester Examination (ESE)	
								Tests	GD/PT/CT	AT		
MBA-301	Strategic Management	Core 15	3	1	-	4	4	15	5	10	70	100
MBA-302	Retail Management	Core 16	3	1	-	4	4	15	5	10	70	100
MBA-303	Summer Training Project Report	Field Project	-	-	-	-	6	-	-	-	100	100
DSE-1	First Specialization Elective 1	Discipline Elective	3	-	-	3	3	15	5	10	70	100
DSE-2	First Specialization Elective 2	Discipline Elective	3	-	-	3	3	15	5	10	70	100
DSE-3	Second Specialization Elective 1	Discipline Elective	3	-	-	3	3	15	5	10	70	100
DSE-4	Second Specialization Elective 2	Discipline Elective	3	-	-	3	3	15	5	10	70	100
MBA 304	Comprehensive Viva Voce	Skill Enhancement Elective	-	-	-	-	4	-	-	-	100	100
	Total					23	29	210			590	800

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SEMESTER IV												
Course Code	Course	Course Type	Teaching Load per week				Credit	Marks			Total Marks	
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)				End-Semester Examination (ESE)
								Tes ts	GD /P/ CT	AT T		
MBA 401	Entrepreneurship and Small Business Management	Core 17	3	1	-	4	4	15	5	10	70	100
MBA 402	Dissertation and Comprehensive Viva Voce	Project work	-	-	-	-	8	-	-	-	200	200
DSE-5	First Specialization Elective 3	Discipline Elective	3	-	-	3	3	15	5	10	70	100
DSE-6	First Specialization Elective 4	Discipline Elective	3	-	-	3	3	15	5	10	70	100
DSE-7	Second Specialization Elective 3	Discipline Elective	3	-	-	3	3	15	5	10	70	100
DSE-8	Second Specialization Elective 4	Discipline Elective	3	-	-	3	3	15	5	10	70	100
	Total					16	24	210			490	700

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3.6 List of all Courses under different categories for MBA Programme

Course Type			Course Code	Course Name
Core Course			MBA-101	Principles and Practices of Management
			MBA-102	Managerial Economics
			MBA-103	Accounting for Managers
			MBA-104	Organizational Behavior
			MBA-105	Business Statistics
			MBA-106	Information Systems for Management
			MBA-107	Communication for Management
			MBA-201	Business Laws
			MBA-202	Research Methodology
			MBA-203	Financial Management
			MBA-204	Human Resources Management
			MBA-205	Marketing Management
			MBA-206	Operations Research
			MBA-207	Production & Operations Management
			MBA-301	Strategic Management
			MBA-302	Retail Management
			MBA-401	Entrepreneurship and Small Business Management
Category I- Discipline Specific Elective (Choose two disciplines)	Marketing Management	III Semester	MBA MK1	Consumer Behavior & Marketing Comm.
			MBA MK2	Marketing of Services
		IV Semester	MBA MK3	Sales and Distribution Management
			MBA MK4	E-Marketing and analytics
	Financial Management	III Semester	MBA FM1	Management of Working Capital
			MBA FM2	Security Analysis & Investment Management
		IV Semester	MBA FM3	Management of Financial Institutions & Services
			MBA FM4	Corporate Financial Restructuring
	Human Resource Management	III Semester	MBA HR1	Industrial Relations & Labour Enactments
			MBA HR2	Organization Development
		IV Semester	MBA HR3	Global HRM
			MBA HR4	Negotiation & Counseling
	Information Technology Management	III Semester	MBA IT1	Database Management System
			MBA IT2	System Analysis & Design & Software Engineering
		IV Semester	MBA IT3	Data communication & Network
			MBA IT4	Electronic Commerce
	Fashion Design	III Semester	MBA FD1	Fashion General Theory
			MBA FD2	Fabric Study
		IV Semester	MBA FD3	Fashion Illustration
			MBA FD4	Apparel Manufacturing Technology

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Skill Enhancement Course	All Disciplines	MBA- 304	Comprehensive Viva Voce
Project/Research/ Dissertation / Summer Training/Internship	All other Disciplines	MBA-303	Summer Training Project Report