

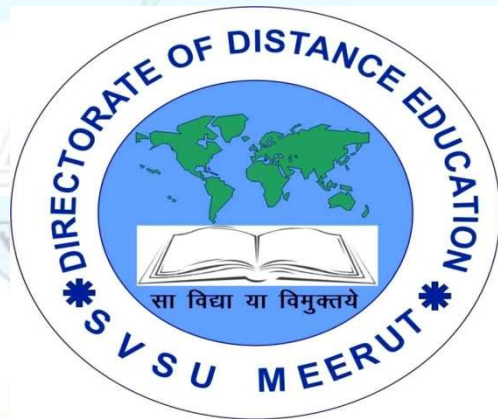
Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

DIRECTORATE OF DISTANCE EDUCATION

Syllabus

For

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



Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

**Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut**

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)				
								Tests	GD/P/CT	AT		
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)				
								Tests	GD/P/CT	AT		
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

**Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut**

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	G D/ P/ CT	AT T			
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	

**Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut**

SEMESTER IV												
Course Code	Course	Course Type	Teaching Load per week				Credit	Marks			Total Marks	
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)				
								Tests	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

**Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut**

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	

Directorate of Distance Education
Swami Vivekanand Subharti University
Meerut

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