



MC Gupta College of Business Management

MASTER OF BUSINESS ADMINISTRATION (MBA)

R13 COURSE STRUCTURE AND SYLLABUS

I SEMESTER

Code	Subjects	Approach
13MBA01	Management Fundamentals	Concepts and Cases
13MBA02	Business Laws & Regulations	Concepts and Cases
13MBA03	Financial Accounting & Analysis	Concepts & Problem Solving
13MBA04	Managerial Economics	Concepts and Cases
13MBA05	Business Environment	Concepts and Cases
13MBA06	Research Methodology & Statistical Analysis	Concepts & Problem Solving
13MBA07	Statistical Data Analysis - Practical	MS Excel(LAB)
13MBA08	Business Communication- Practical	LAB Practice

II SEMESTER

13MBA09	Human Resource Management	Concepts and Cases
13MBA10	Quantitative Analysis & Decision Making	Concepts & Problem Solving
13MBA11	Financial Management	Concepts Cases & Problem Solving
13MBA12	Management Information system	Concepts and Cases
13MBA13	Marketing Management	Concepts and Cases
13MBA14	Business Ethics & Corporate Governance	Concepts and Cases
13MBA15	Personal Effectiveness - Seminar	Presentations, Group Discussions, Mock interviews in the class.
13MBA16	Annual Report Analysis - Seminar	Using CMIE Prowess Database/Annual reports of companies & MS-Excel

III SEMESTER

13 NBA 17	Summer Internship- Seminar	Working in any organization during summer vacation
13MBA18	Production & Operation Management	Concepts, Cases & Problem Solving
13MBA19	Strategic Management	Concepts and Cases
13MBA20	Organizational Behaviour	Concepts and Cases
13MBA21	Business Best Practices - Seminar	Internet & Interaction with Executives
	Elective 1	Concepts and Cases
	Elective 2	Concepts and Cases
	Elective 3	Concepts and Cases

IV SEMESTER

13MBA22	Entrepreneurship	Concepts and Cases
	Elective 4	Concepts and Cases
	Elective 5	Concepts and Cases
	Elective 6	Concepts and Cases
13MBA23	Success Story of an Entrepreneur- Seminar	Field Visit
Main Project Work		
13MBA24	Stage-I: Research Methodology for the Main Project Work & Collection of Main Project Related Data from CMIE Prowess DATABASE or any source, or Data collected from the field- Seminar	
13MBA25	Stage-II : Statistical Analysis of Main project data using either Excel, SPSS, MINI TAB, or R- Seminar Presentation	
13MBA26	Stage-III: MAIN PROJECT REPORT & VIVA	
TOTAL CREDITS = 66 CREDITS FOR 22 THEORY SUBJECTS + 22 CREDITS FOR 2 PRACTICALS, 7 SEMINARS AND MAIN PROJECT.		

CHOOSE ANY ONE OF THE MARKETING OR FINANCE OR HR OR SYSTEMS ELECTIVES

MARKETING ELECTIVES		
13MBA27	Consumer Behaviour	Concepts and Cases
13MBA28	Sales and Distribution	Concepts and Cases
13MBA29	Integrated Marketing Communications	Concepts and Cases
13MBA30	Retailing Management	Concepts and Cases
13MBA31	Services Marketing	Concepts and Cases
13MBA32	International Marketing	Concepts and Cases
FINANCE ELECTIVES		
13MBA33	Cost & Management Accounting	Concepts & Problem Solving
13MBA34	Security Analysis and Portfolio Management	Concepts & Problem Solving
13MBA35	Financial Institutions, Markets & Services	Concepts & Problem Solving
13MBA36	Strategic Investment and Financing Decisions	Concepts & Problem Solving
13MBA37	International Financial Management	Concepts & Problem Solving
13MBA38	Derivatives	Concepts & Problem Solving
HR ELECTIVES		
13MBA39	Performance Management	Concepts and Cases
13MBA40	Training and Development	Concepts and Cases
13MBA41	Management of Industrial Relations	Concepts and Cases
13MBA42	Compensation & Reward Management	Concepts and Cases
13MBA43	Management of Change	Concepts and Cases
13MBA44	Leadership	Concepts and Cases
SYSTEMS ELECTIVES		
13MBA45	Business Intelligence	Concepts and Cases
13MBA46	Enterprise Resource Planning	Concepts and Cases
13MBA47	Decision Support Systems	Concepts and Cases
13MBA48	E-Business	Concepts and Cases
13MBA49	Cyber Security	Concepts and Cases
13MBA50	Information Systems, Control and Audit	Concepts and Cases

Objectives

- *To prepare graduates with the managerial skills necessary to enter careers in*
 - *Marketing*
 - *Finance*
 - *Human Resources*
 - *Systems*
- *To strengthen their knowledge of*
 - *Business Environmental Scanning*
 - *Planning, Organizing, Directing & Controlling*
 - *Decision Making and Communication*
 - *Establishing & Maintaining Organizations*
 - *Ensuring Growth and Stability of Organizations.*
- *To acquire ability to procure and utilize resources effectively and efficiently so as to achieve organizational, individual and societal objectives.*

Outcomes: Through outcome based learning centric approaches like case studies, group discussions, field visits, reading of books, References & journals, MBA graduates will be capable of:

- a. Understanding business process and add value to it.*
- b. Conducting management research to identify the reasons for the problems and to find solutions.*
- c. Utilizing modern approaches and best practices to manage organizations.*
- d. Use authority and power to influence people to get the work done.*
- e. Understand organizational dynamics and interpersonal relations.*
- f. Managing change.*
- g. Developing employability skills to get jobs.*