CHARUSAT

Accredited with Grade A by NAAC, GoI

ACADEMIC

REGULATIONS

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SYLLABUS

Faculty of Management Studies

Master of Business Administration

Accredited with Grade A by NAAC, GoI

Education Campus – Changa, (ECC), hitherto a conglomerate of institutes of professional education in Engineering, Pharmacy, Computer Applications, Management, Applied Sciences, Physiotherapy and Nursing, is one of the choicest destinations by students. It has been transformed into **Charotar University of Science and Technology (CHARUSAT)** through an Act by Government of Gujarat. CHARUSAT is permitted to grant degrees under Section-22 of UGC- Govt. of India.

The journey of CHARUSAT started in the year 2000, with only 240 Students, 4 Programmes, one Institute and an investment of about Rs. 3 Crores (INR 30 million). At present there are seven different institutes falling under ambit of six different faculties. The programmes offered by these faculties range from undergraduate (UG) to Ph.D degrees including M.Phil. These faculties, in all offer 51 different programmes. A quick glimpse in as under:

Faculty	Institute	Programmes Offered
Faculty of Technology & Engineering	• Chandubhai S. Patel Institute of Technology • Devang Patel Institute of Advance Technology and Research	B.Tech M.Tech Ph.D
Faculty of Pharmacy	Ramanbhai Patel College of Pharmacy	B.Pharm M.Pharm Ph.D PGDCT / PGDPT
Faculty of Management Studies	Indukaka Ipcowala Institute of Management	BBA M.B.A Ph.D
Faculty of Computer Applications	Smt. ChandabenMohanbhai Patel Institute of Computer Applications.	BCA M.C.A / MCA (Lateral) M.Sc IT Ph.D
Faculty of Applied Sciences	P.D. Patel Institute of Applied Sciences	B.Sc M.Sc

		M.Phil
		Ph.D
Faculty of Medical Sciences	• Ashok and Rita Institute of Physiotherapy • Manikaka Topawala Institute of Nursing • Charotar Institute of Paramedical Sciences	B.PT M.PT B.Sc (Nursing) M.Sc PGDHA PGDMLT GNM Ph.D

The development and growth of the institutes have already led to an investment of over Rs.125 Crores (INR 1250 Million). The future outlay is planned with an estimate of Rs.250 Crores (INR 2500 Million).

The University is characterized by state-of-the-art infrastructural facilities, innovative teaching methods and highly learned faculty members. The University Campus sprawls over 105 acres of land and is Wi-Fi enabled. It is also recognized as the Greenest Campus of Gujarat.

CHARUSAT is privileged to have 360 core faculty members, educated and trained in IITs, IIMs and leading Indian Universities, and with long exposure to industry. It is also proud of its past students who are employed in prestigious national and multinational corporations.

From one college to the level of a forward-looking University, **CHARUSAT** has the vision of entering the club of premier Universities initially in the country and then globally. **High Moral Values like Honesty, Integrity and Transparency** which has been the foundation of ECC continues to anchor the functioning of **CHARUSAT**. Banking on the world class infrastructure and highly qualified and competent faculty, the University is expected to be catapulted into top 20 Universities in the coming five years. In order to align with the global requirements, the University has collaborated with internationally reputed organizations like Pennsylvania State University – USA, University at Alabama at Birmingham – USA, Northwick Park Institute –UK, ISRO, BARC, etc.

CHARUSAT has designed curricula for all its programmes in line with the current international practices and emerging requirements. Industrial Visits, Study Tours, Expert Lectures and Interactive IT enabled Teaching Practice form an integral part of the unique **CHARUSAT** pedagogy.

The programmes are credit-based and have continuous evaluation as an important feature. The pedagogy is student-centred, augurs well for self-learning and motivation for enquiry and research, and contains innumerable unique features like:

- Participatory and interactive discussion-based classes.
- Sessions by visiting faculty members drawn from leading academic institutions and industry.
- Regular weekly seminars.
- Distinguished lecture series.
- Practical, field-based projects and assignments.
- Summer training in leading organizations under faculty supervision in relevant programmes.
- Industrial tours and visits.
- Extensive use of technology for learning.
- Final Placement through campus interviews.

Exploration in the field of knowledge through research and development and comprehensive industrial linkages will be a hallmark of the University, which will mould the students for global assignments through technology-based knowledge and critical skills.

The evaluation of the student is based on grading system. A student has to pursue his/her programme with diligence for scoring a good Cumulative Grade Point Average (CGPA) and for succeeding in the chosen profession and life.

CHARUSAT welcomes you for a Bright Future

CHAROTAR UNIVERSITY OF SCIENCE AND TECHNOLOGY

Faculty of Management Studies

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ACADEMIC REGULATIONS
Masters of Business Administration (MBA) Programme

Charotar University of Science and Technology (CHARUSAT)
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Year – 2019

CHARUSAT

FACULTY OF MANAGEMENT STUDIES

ACADEMIC REGULATIONS

Master of Business Administration (MBA)

To ensure uniform system of education, duration of undergraduate and post graduate programmes, eligibility criteria for and mode of admission, credit load requirement and its distribution between course and system of examination and other related aspects, following academic rules and regulations are recommended.

1. **System of Education**

    The Semester system of education should be followed across The Charotar University of Science and Technology (CHARUSAT) both at Undergraduate and Master's levels. Each semester will be at least 90 working day duration. Every enrolled student will be required to take a specified load of course work in the chosen subject of specialization and also complete a project/dissertation if any.

2. **Duration of Programme**

    2.1 The Master of Business Administration (MBA) programme of Charotar University of Science and Technology (CHARUSAT) is a *two-year full-time* post-graduate programme, leading to the award of the degree of Master of Business Administration (MBA).

    2.2 The span period of the programme is three / four years (as decided by the university from time to time) from the date of registration in the programme.

3. **Eligibility and mode of admissions**

    Any graduate who is eligible for admission to the MBA programme will be admitted to the programme according to the regulations for admission decided by Government of Gujarat from time to time.

4. **Programme Structure and Credits**

    A student admitted to a program should study the course and earn credits specified in the course structure. The details of programme structure, credit requirements, areas of specialisation proposed to be offered, etc. are presented at Appendix – I.

5. Attendance

5.1 All activities prescribed under these regulations and listed by the course faculty members in their respective course outlines are compulsory for all students pursuing the courses. No exemption will be given to any student from attendance except on account of serious personal illness or accident or family calamity that may genuinely prevent a student from attending a particular session or a few sessions. However, such unexpected absence from classes and other activities will require to be condoned by the Dean/Principal.

5.2 Student attendance in every course should be 80%.

6 Course Evaluation

6.1 The performance of every student in each course will be evaluated as follows:

6.1.1 Internal evaluation by the course faculty member(s) based on continuous assessment, for 30% of the marks for the course; and

6.1.2 Final examination by the University through written paper or practical test or oral test or presentation by the student or a combination of these, for 70% of the marks for the course.

6.2 *University Examination*

6.2.1 The final examination by the University for 70% of the evaluation for the course will be through written paper or practical test or oral test or presentation or a combination of these.

6.2.2 In order to earn the credit in a course, a student has to obtain a grade other than FF.

6.3 *Performance at Internal Evaluation Components & University Examination*

6.3.1 A student who secures at least 40% marks in the University examinations in any course and at least a total of 45% marks in the internal evaluation components and University examination put together will be declared to have passed that course, as shown in the following table:

Minimum percentage marks in University Exam for pass in any course	Minimum total percentage marks (i.e. Internal+ University) for pass in any course
40%	50%

6.3.2 If a student secures minimum passing marks of 40% in the University examinations in any course but fails to obtain the minimum passing total percentage of 50%, he/she has to repeat the university examination in the course.

7 Grading

7.1 The total of the internal evaluation marks and final University examination marks in each course will be converted to a letter grade on a ten-point scale as per the following scheme:

Grading Scheme:

Letter Grade	AA	AB	BB	BC	CC	CD	DD	FF
Grade Point	10	9	8	7	6	5	4	0
Range of Marks	≥80	≥75 <80	≥70 <75	≥65 <70	≥60 <65	≥55 <60	≥50 <55	<50

7.2 The student's performance in any semester will be assessed by the Semester Grade Point Average (SGPA). Similarly, his performance at the end of two or more consecutive semesters will be denoted by the Cumulative Grade Point Average (CGPA). The SGPA and CGPA are calculated as follows:

(i) SGPA $= \Sigma C_i G_i / \Sigma C_i$ where C_i is the number of credits of course i

G_i is the Grade Point for the course i

and i = 1 to n, n = number of courses in the semester

(ii) CGPA $= \Sigma C_i G_i / \Sigma C_i$ where C_i is the number of credits of course i

G_i is the Grade Point for the course i

and i = 1 to n, n = number of courses of all semesters up to which CGPA is computed.

(iii) No student will be allowed to move to the second academic year if his/her CGPA is less than 3 at the end of the first academic year.

(iv) In addition to above, a student has to comply with the requirements of the regulatory bodies, wherever such requirements exist.

(v) A student will have a maximum of four chances* after first appearing in that examination to clear that course, subject to the restriction on the span period stipulated in clause 2.2 above.

(*Whenever the university conducts the examinations of that course, it will be considered as a chance, irrespective of whether the student appears for the examination or not.)

8. Awards of Degree

8.1 Every student of the programme who fulfils the following criteria will be eligible for the award of the degree:

8.1.1 He/ She should have earned at least minimum required credits as prescribed in course structure.

9. Award of Class

The class awarded to a student in the programme is decided by the final CGPA as per the following scheme:

Distinction: CGPA ≥ 7.5

First class: CGPA≥ 6.0

Second Class: CGPA≥ 5.0

10. Transcript

The transcript issued to the student at the time of leaving the University will contain a consolidated record of all the courses taken, credits earned, grades obtained, SGPA, CGPA and class obtained.

Details of MBA Programme Structure, Credit Requirements and Specialisation

A1.   *Programme Structure*

A1.1   The programme is structured into *four semesters*, consisting of classroom contact-based work and *a summer training / internship programme.*

A1.2   Each semester will be for a minimum of *90 working days* for classroom work, covering classroom contact sessions, laboratory/tutorial/library/group work, case discussions and presentation, field-based as well as library/internet search-based assignments and projects, classroom exercises, management and simulation games, short quizzes, and class tests. The duration for any organisational attachment/training during the semester and final University examinations will be in addition to the 90 working days.

A1.3   The summer training / internship programme will be for a minimum duration of 45 days / 6-8 weeks and will commence at the end of the second semester classroom work.

A1.4   The structure of the MBA programme is as shown in the following figure:

Figure A1: MBA Programme Structure
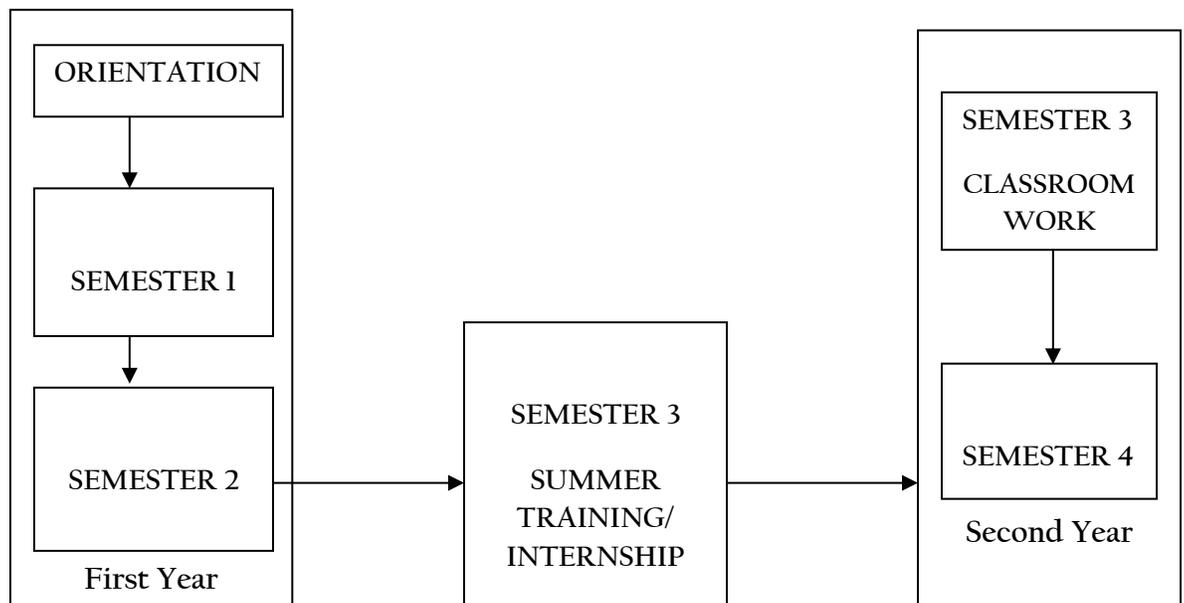
A2.   *Credits*

A2.1   Any student of the MBA programme who earns 100 credits by pursuing the prescribed course work and passing all tests, examinations, assignments, laboratory work, projects and all other evaluation components as per the passing standards of the University will be eligible for the award of the Master of Business Administration (MBA) degree.

A2.2   A credit for the MBA programme will mean fifteen (15) classroom contact sessions of sixty (60) minutes each.

A2.3   The current distribution of credits over the two-year period for classroom contact sessions and laboratory/ tutorial/ library/ group work sessions will be as follows:

Table A2: Semester-wise Distribution of Credits

Sl. No.	Semester	Number of Credits
1	Semester - 1	23
2	Semester - 2	26
3	Semester 3- Summer Training/ Internship	04
4	Semester - 3 - Classroom Work	24
5	Semester – 4	23
	Total	100

A2.4   A course will be of three or more credits as shown in the detailed list of courses for the programme.

A2.5   All courses shown in the list of courses are compulsory for all MBA students. However, students will have the option of pursuing a total of eight elective courses of four credits each, out of ten courses offered during third and fourth semesters and one comprehensive project of six credits during the fourth semester.

A2.6   Some courses will have only classroom contact sessions and some others will have tutorial/ laboratory/ library/ group work sessions, as shown in the list of courses.

A2.7   The University has implemented Choice Based Credit System (CBCS), with effect from 2016-17,which provides a 'cafeteria' approach; wherein the students can take courses of their choice, and adopt an interdisciplinary approach to learning from the pull of courses offered by all the Faculties/ Institutes/ Departments across university.

Below mentioned pull of courses will be offered to the students by different departments/institutes. Each student has to choose one course (of his /her choice) from the offered courses.

Semester 2

Sr. No.	Course Code & Course Name	Department / Faculty offering the Course
1	EE782.01: Energy Auditing and	EE/CSPIT
2	CE771.01: Project Management	CE/CSPIT
3	IT771.01: Cyber Security & Laws	IT/CSPIT
4	CA842:Mobile Application Development	CMPICA
5	PT796.01: Fitness and Nutrition	ARIP
6	NR 752.01: Epidemiology & Community	MTIN
7	OC733.01: Introduction to Polymer Science	PDPIAS
8	MB651: Software based Statistical Analysis	I2IM
9	MA772.01: Design of Experiments	PDPIAS
10	PH892: Intellectual Property Rights	RPCP
11	PD262: Astrophysics, Space and Cosmos-2	PDPIAS

A3. Specialisation / Concentration

A3.1 The Institute will offer courses of specialisation in the following functional / sectoral areas /streams of management:

Table A3: Areas/Streams of Specialisation/ Concentration

Functional Areas of Management
• Marketing Management
• Financial Management
• Human Resource Management
• Information Technology Management
• Project Management
• Business Analytics
• Operations Research
• Operations Management
• Logistics and Supply Chain Management
• Family Business and Entrepreneurship Management
• International Business Management
• Tourism and Hospitality Management
• Event Management
• Health Care Management
• Project and Infrastructure Management
• Agri-Business Management
• Journalism and Mass Communication Management

The Institute will endeavour to offer specialisation in as many areas/streams as possible from the above list. However, any specific area/ stream of specialisation/ course will be offered by the Institute during any year only if about twenty-five percentages of the students opt for it and if the faculty resources are available.

The Institute will offer the courses as per following Clusters:

Table A4: Clusters of Specialisation/ Concentration

Sr. No.:	Cluster	Specializations
1	Functional Area	• Marketing Management • Financial Management • Human Resource Management
2	IT Project and Analytics	• Information Technology Management • Project Management • Business Analytics
3	Operations Management	• Operations Research • Operations Management • Logistics and Supply Chain Management

4	Entrepreneurship Management	• Family Business and Entrepreneurship Management • International Business Management • Tourism and Hospitality Management • Event Management • Health Care Management
5	Sector Specific	• Project and Infrastructure Management • Agri-Business Management
6	Specialized Skill	• Journalism and Mass Communication Management

A3.2 Any student can claim to have specialised in a particular area/ stream if he has successfully completed

> (i) At least eight courses (amounting to a minimum of twenty four credits) in the area/ stream by taking electives offered in the area/ stream during the third and fourth semesters of the programme, and
>
> (ii) A comprehensive project of six credits in the area/stream.

A3.3 Each student has to opt for specialisation in only one functional area of management for the award of MBA degree.

A3.4 A student may specialise in only one functional / sectoral areas / streams of management by taking eight courses in each of the areas and carrying out a comprehensive project in each of the areas.

A3.5 However, no student will be allowed to specialise in more than one functional stream of management.

A4. Courses, Curricula and Revision

A4.1 The Faculty Board of the Faculty of Management Studies and the Dean of the Faculty of Management Studies will keep the curricula current and in tune with the changes happening in the world of management and make it relevant to the needs of different organs of society.

A4.2 The review of the programme, its structure, the course curricula, pedagogy and evaluation will be undertaken by the individual Boards of Studies at least once in every two years.

A4.3 Every course of the programme will be designated by a five-digit alphanumerical code as per the following scheme:

M	B	Number 1	Number 2	Number 3

| Management | Business | Level / Year | Course Serial No. | |
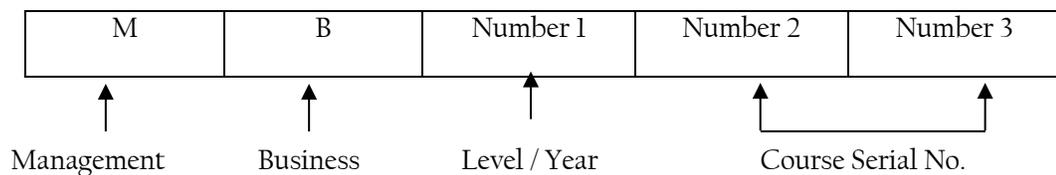
TEACHING & EXAMINATION SCHEME FOR MBA

Course Code	Course Title	Total Number of Credits	Course Type	Remarks
Semester – I				
MB700.4	Managerial Economics	3	*Theory*	
MB701.4	Quantitative Analysis for Management-1	3	*Theory*	
MB702.4	Critical Thinking and Case Analysis	3	*Practical*	
MB703.4	Managerial Communication	3	*Theory*	
MB704.4	Financial Accounting	3	*Theory*	
MB705.4	Management Process and Organizational Behaviour	3	*Theory*	
MB706.4	Introduction to Computers and Information Technology	3	*Practical*	
MB707.4	Creative Leadership	2	*Practical*	
	Communication Skills - 1	---		Compulsory Non-Credit / Bridge Course: 02 Hrs.
	Total	23		
Semester – II				
MB740.4	Macro-Economics and Business Environment	3	*Practical*	
MB741.4	Research Methods for Management	3	*Theory*	
MB742.4	Quantitative Analysis for Management - 2	3	*Theory*	
MB743.4	Human Resource Management	3	*Theory*	
MB744.4	Costing and Control Systems	3	*Theory*	
MB745.4	Financial Management	3	*Theory*	
MB746.4	Marketing Management	3	*Theory*	
MB747.4	Project and Operations Management	3	*Theory*	
MB651	Software Based Statistical Analysis	2	*Practical*	University Elective
	Communication Skills - 2	---		Compulsory Non-Credit / Bridge Course: 02 Hrs.
	Total	26		

Course Code	Course Title	Total Number of Credits	Course Type	Remarks
MB800.4	Summer Internship Programme (Practical) Duration: 08 to 10 Weeks	*4*	*Practical*	To be included in Semester – III credits
Semester – III				
MB801.4	Strategic Management	3	*Theory*	Core Courses
MB802.4	Legal Environment and Public Systems	3	*Theory*	
MB803.4	Management Information Systems	3	*Theory*	
MB804.4	Entrepreneurship and MSMEs	3	*Practical*	
	Specialization Course -1	3		Elective / Specialization will be offered in only one stream / area which will remain same for Semester –IV also. A student can choose any four courses from his/her chosen stream.
	Specialization Course – 2	3		
	Specialization Course – 3	3		
	Specialization Course – 4	3		
	Total	*28*		
Semester – IV				
MB805.4	Comprehensive Project (Practical)	6	*Practical*	Core Courses
MB806.4	Logistics and Supply Chain Management	3	*Theory*	
MB807.4	Managerial Effectiveness	2	*Practical*	
	Specialization Course – 5	3		Elective / Specialization will be offered in only one stream / area which will remain same for Semester –IV also. A student can choose any four courses from his/her chosen stream.
	Specialization Course – 6	3		
	Specialization Course – 7	3		
	Specialization Course – 8	3		
	Total	*23*		
	Total Number of Credits	100		

MBA Specialization Streams and Courses for Functional Area Cluster

Stream/ Area/ Group Code	MM	FM	HRM	MM	FM	HRM
Elective / Specialisation	Marketing Management	Finance Management	Human Resource Management	Marketing Management	Finance Management	Human Resource Management
Semester	Semester - III			Semester - IV		
Course 1 – Code	MB810.4	MB820.4	MB830.4	MB815.4	MB825.4	MB835.4
Course 1 Name	Consumer Behaviour and Technology	Financial Decision Analysis	Strategic Human Resource Management	Product and Brand Management	Derivatives and Risk Management	Organizational and Change Development
Course 2 – Code	MB811.4	MB821.4	MB831.4	MB816.4	MB826.4	MB836.4
Course 2 Name	Integrated Marketing Communication	Management of Financial Services	Industrial Relations and Jurisprudence	Services and Retail Management	Corporate Restructuring	Compensation Management
Course 3 – Code	MB812.4	MB822.4	MB832.4	MB817.4	MB827.4	MB837.4
Course 3 Name	Sales and Distribution Management	Security Analysis and Investment Management	Occupational Testing	Digital and Social Media Marketing	International Finance	Human Resource Information System
Course 4 – Code	MB813.4	MB823.4	MB833.4	MB818.4	MB828.4	MB838.4
Course 4 Name	Enterprise Resource Planning for Strategic Marketing	Enterprise Resource Planning for Finance	Human Resource Metrics	Marketing Analytics	Financial Analytics	Human Resource Analytics
Course 5 – Code	MB814.4	MB824.4	MB834.4	MB819.4	MB829.4	MB839.4
Course 5 Name	Rural Marketing	Taxation Management	Human Resource Auditing	International Marketing	Financial Reporting Analysis and Corporate Governance	International Human Resource Management

MBA Specialization Streams and Courses for IT Project and Analytics Cluster

Stream/ Area/ Group Code	ITM	PM	BA	ITM	PM	BA
Elective / Specialisation	Information Technology Management	Project Management	Business Analytics	Information Technology Management	Project Management	Business Analytics
Semester	Semester - III			Semester - IV		
Course 1 – Code	MB840.4	MB850.4	MB860.4	MB845.4	MB855.4	MB865.4
Course 1 Name	Introduction to Programming	Introduction to Project Management	Fundamentals of Database System	Data Warehousing and Data Mining	Project Tools and Techniques	Big Data Analytics
Course 2 – Code	MB841.4	MB851.4	MB861.4	MB846.4	MB856.4	MB866.4
Course 2 Name	System Analysis and Design	Project Planning Execution and Control	Multivariate Data Analytics	Web Application Development and Management	Project Quality Six Sigma Management	Data Mining and Business Intelligence
Course 3 – Code	MB842.4	MB852.4	MB862.4	MB847.4	MB857.4	MB867.4
Course 3 Name	Relational Database Management Systems	Project Report and Appraisal	Optimization Analytics	Mobile Application Development and Management	Project Financing and Risk Management	Data Visualization for Analytics
Course 4 – Code	MB843.4	MB853.4	MB863.4	MB848.4	MB858.4	MB868.4
Course 4 Name	ERP Systems: Technology Planning and Implementation	Project Management Leadership	Real-Time Analytics	Information Security and Cyber Law	International Project Management	Machine Learning
Course 5 – Code	MB844.4	MB854.4	MB864.4	MB849.4	MB859.4	MB869.4
Course 5 Name	Management of Software Projects and Business Process Reengineering	Sector Specific Project Management-1	Stochastic Models for Managers	Information Systems Audit	Sector Specific Project Management-2	Actuarial Science

MBA Specialization Streams and Courses for Operations Management Cluster

Stream/ Area/ Group Code	OR	OM	LSCM	OR	OM	LSCM
Elective / Specialisation	Operations Research	Operations Management	Logistics and Supply Chain Management	Operations Research	Operations Management	Logistics and Supply Chain Management
Semester	Semester - III			Semester - IV		
Course 1 – Code	MB870.4	MB880.4	MB890.4	MB875.4	MB896.4	MB895.4
Course 1 Name	Linear Programming and Statistical Methods	Operations Strategy	Introduction to Logistics and Supply Chain Management	Simulation Modelling And Decision Science	Warehousing and Facility Design	Strategic Sourcing in Logistics and Supply Chain Management
Course 2 – Code	MB871.4	MB890.4	MB891.4	MB876.4	MB885.4	MB896.4
Course 2 Name	Network of Queues	Introduction to Logistics and Supply Chain Management	Manufacturing and Service Operation Planning and Control	Operations Research Software And Applications	Total Quality Management	Warehousing and Facility Design
Course 3 – Code	MB872.4	MB881.4	MB892.4	MB877.4	MB875.4	MB897.4
Course 3 Name	Game Theory and Optimization	Operations Management and Information Systems	Software Based Logistics and Supply Chain Management	Logistical And Transportation Planning Methods	Simulation Modeling and Decision Science	World Class Supply Chain Management
Course 4 – Code	MB873.4	MB864.4	MB893.4	MB868.4	MB886.4	MB898.4
Course 4 Name	Applied Operations Research	Stochastic Modeling for Managers	Costing and Financial Decisions in Logistics and Supply Chain Management	Machine Learning	Global Operations	Supply Chain Management Design, Strategy and Analysis
Course 5 – Code	MB864.4	MB851.4	MB894.4	MB869.4	MB887.4	MB899.4
Course 5 Name	Stochastic Models For Managers	Project Planning Execution and Control	Global Supply Chain Management	Actuarial Science	Revenue Analytics	Logistics and Transportation Operations Methods and Systems

MBA Specialization Streams and Courses for Entrepreneurship Management Cluster

Stream/ Area/ Group Code	FBEM	IBM	THM	EM	FBEM	IBM	THM	EM
Elective / Specialisation	Family Business and Entrepreneurship	International Business Management	Tourism and Hospitality Management	Event Management	Family Business and Entrepreneurship	International Business Management	Tourism and Hospitality Management	Event Management
Semester	Semester - III				Semester - IV			
Course 1 – Code	MB910.4	MB920.4	MB930.4	MB940.4	MB915.4	MB925.4	MB935.4	MB855.4
Course 1 Name	Leadership Skills	International Business Environment & Trade Policies	Principles and Concepts of Tourism and Hospitality Management	Event & Resources Management	Succession Planning and Management	International Trade Practices, Procedures and Documentation	International Tourism and Hospitality Management	Project Tools and Techniques
Course 2 – Code	MB911.4	MB921.4	MB931.4	MB851.4	MB916.4	MB926.4	MB936.4	MB945.4
Course 2 Name	Business Regulations and Start-up Financing	International Supply Chain Management and Logistics	Tourism Policy, Destination Planning and Development	Project Planning Execution and Control	Entrepreneurship Marketing and Analytics	International Business Law and Insurance	Quality Management in Tourism and Hospitality Business	Functional Aspects of Event Management
Course 3 – Code	MB912.4	MB922.4	MB932.4	MB941.4	MB917.4	MB827.4	MB937.4	MB946.4
Course 3 Name	Creativity, Incubation and Innovation	International Financial System	Indian Tourism and Hospitality Management	Legal Aspects and Event Risk Management	Application of Strategic Frameworks for SMEs	International Finance	Facility and Event Management	Virtual Event Management
Course 4 – Code	MB913.4	MB923.4	MB933.4	MB942.4	MB918.4	MB927.4	MB938.4	MB947.4
Course 4 Name	Management of Technology and Innovation	International Project-1	Legal Aspects of Tourism and Hospitality Management	Management of Events-I	Professionalization of Family Business	International Project-2	Cost and Operations in Tourism and Hospitality Business	Management of Events-II
Course 5 – Code	MB914.4	MB924.4	MB934.4	MB943.4	MB919.4	MB928.4	MB939.4	MB948.4
Course 5 Name	Social Entrepreneurship and Management	Foreign Language for Business – 1	Front Office Management	Starting Event Management Business	Competitive Strategy and Management of Family Business Portfolio	Foreign Language for Business – 2	Crises Management in Tourism and Hospitality Business	International Event Management

MBA Specialization Streams and Courses for Sector Specific Specializations Cluster

Stream/ Area/ Group Code	HC	PIM	ABM	HC	PIM	ABM
Elective / Specialisation	Health Care Management	Project and Infrastructure Management	Agri-Business Management	Health Care Management	Project and Infrastructure Management	Agri-Business Management
Semester	Semester - III			Semester - IV		
Course 1 – Code	MB950.4	MB960.4	MB970.4	MB955.4	MB965.4	MB975.4
Course 1 Name	Health Economics and Social Policy	Project Formulation and Execution	Agricultural Inputs	Hospital Operations Management	Project and Infrastructure Marketing and Pricing	Agricultural Product Commodity Trading
Course 2 – Code	MB951.4	MB961.4	MB971.4	MB956.4	MB966.4	MB976.4
Course 2 Name	Hospital Planning and Management	Social Projects and Infrastructure	Agri-Business Management : Environment and Policy	Hospital Management Information System	Project and Infrastructure Financing	Management of Agribusiness Cooperatives
Course 3 – Code	MB952.4	MB962.4	MB862.4	MB957.4	MB967.4	MB977.4
Course 3 Name	Environmental Health Management and Safety Planning	Infrastructural Projects	Optimization Analytics	Medical Audit and Quality Management	Cost Benefit Analysis of Projects	Food Processing Management
Course 4 – Code	MB953.4	MB963.4	MB972.4	MB958.4	MB968.4	MB978.4
Course 4 Name	Health Care Communication and Marketing	Introduction to Infrastructure Policy for Development	Dairy Cattle Management	Operations Research in Health Care	Environmental and Social Impact Assessment	Organic Agriculture
Course 5 – Code	MB954.4	MB964.4	MB973.4	MB959.4	MB969.4	MB979.4
Course 5 Name	Financial Management of Health Institutions	Learning Project Management Through Software	Agricultural Entrepreneurship	Legal Aspects of Health Care	Theory of Constraints	Farm Management and Contract Farming

MBA Specialization Streams and Courses for Specialized Skill Specialization Cluster

Stream/ Area/ Group Code	JMCM	
Elective / Specialisation	Journalism and Mass Communication	
Semester	Semester - III	Semester - IV
Course 1 – Code	MB980.4	MB985.4
Course 1 Name	Development Communication	Print Media Communication
Course 2 – Code	MB981.4	MB986.4
Course 2 Name	Introduction to Mass Communication and Journalism	Electronic Media Communication
Course 3 – Code	MB982.4	MB987.4
Course 3 Name	Media Law and Ethics	Public Relation and Corporate Film Creation
Course 4 – Code	MB983.4	MB988.4
Course 4 Name	Media Economics and Analysis	Cyber Journalism: Convergence and New Media
Course 5 – Code	MB984.4	MB989.4
Course 5 Name	Media Analytics	Media Management and Ad Campaign Strategies