

MBA Course Content as per VTU

I SEMESTER										
Sl. No	Course	Course Code	Course Title	Teaching Hours /Week		Examination				Credits
				Theory	Practical component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA11	Management & Organizational Behavior	03	02	03	40	60	100	4
2	PCC	20MBA12	Managerial Economics	03	02	03	40	60	100	4
3	PCC	20MBA13	Accounting for Managers	03	02	03	40	60	100	4
4	PCC	20MBA14	Business Statistics	03	02	03	40	60	100	4
5	PCC	20MBA15	Marketing Management	03	02	03	40	60	100	4
6	PCC	20MBA16	Managerial Communication	03	02	03	40	60	100	4
TOTAL				18	12	18	240	360	600	24

Sl. No	Course	Course Code	Course Title	Teaching Hours /Week		Examination				Credits
				Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA21	Human Resource Management	03	02	03	40	60	100	4
2	PCC	20MBA22	Financial Management	03	02	03	40	60	100	4
3	PCC	20MBA23	Research Methodology	03	02	03	40	60	100	4
4	PCC	20MBA24	Operations Research	03	02	03	40	60	100	4
5	PCC	20MBA25	Strategic Management	03	02	03	40	60	100	4
6	PCC	20MBA26	Entrepreneurship & Legal Aspects	03	02	03	40	60	100	4
TOTAL				18	12	18	240	360	600	24

PCC= Professional Core Course

III SEMESTER (Core Courses and Dual Specialisation)											
Sl. No	Course	Course Code			Teaching Hours /Week		Examination				Credits
		Marketing & Finance	Finance & Human Resource	Human Resource & Marketing	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA301*	20MBA301*	20MBA301*	03	02	03	40	60	100	4
2	PCC	20MBA302*	20MBA302*	20MBA302*	03	02	03	40	60	100	4
3	PEC	20MBAFM303	20MBAFM303	20MBAHR303	03	02	03	40	60	100	4
4	PEC	20MBAMM304	20MBAFM304	20MBAHR304	03	02	03	40	60	100	4
5	PEC	20MBAFM303	20MBAHR303	20MBAMM303	03	02	03	40	60	100	4
6	PEC	20MBAFM304	20MBAHR304	20MBAMM304	03	02	03	40	60	100	4
7	PCC	20MBA IN 307	20MBA IN 307	20MBA IN 307	--	08	--	40	60	100	4
TOTAL					18	20	18	280	420	700	28

PEC= Professional Elective Course

III SEMESTER Core Courses					
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBA301	Emerging Exponential Technologies	20MBA301	Emerging Exponential Technologies	20MBA301	Emerging Exponential Technologies
20MBA302	Technology & Operational Strategy	20MBA302	Technology & Operational Strategy	20MBA302	Technology & Operational Strategy
Specialisation Courses					
Marketing Professional Elective Courses		Finance Professional Elective Courses		Human Professional Elective Courses	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBAMM303	Services Marketing	20MBAFM 303	Investment Management	20MBAHR303	Recruitment & Selection
20MBAMM304	Marketing Research & Analytics	20MBAFM304	Direct Taxation	20MBAHR304	Human Resource Analytics

IV SEMESTER(Dual Specialisation)											
Sl. No	Course	Subject Code			Teaching Hours /Week		Examination				Credits
		Marketing & Finance	Finance & Human Resource	Human Resource & Marketing	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PEC	20MBAMM401	20MBAFM401	20MBAHR401	03	-	03	40	60	100	3
2	PEC	20MBAMM402	20MBAFM402	20MBAHR402	03	-	03	40	60	100	3
3	PEC	20MBAMM403	20MBAFM403	20MBAHR403	03	-	03	40	60	100	3
4	PEC	20MBAFM401	20MBAHR401	20MBAMM401	03	-	03	40	60	100	3
5	PEC	20MBAFM402	20MBAHR402	20MBAMM402	03	-	03	40	60	100	3
6	PEC	20MBAFM403	20MBAHR403	20MBAMM403	03	-	03	40	60	100	3
7	PCC	20MBAPR407	20MBAPR407	20MBAPR407	-	12	-	40	60	100	6
TOTAL					18	12	18	280	420	700	24

IV SEMESTER (Specialisation Courses)					
Marketing Specialization		Financial Specialization		Human Resource Specialization	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBAMM401	B2B Marketing Management	20MBAFM401	Risk Management and Insurance	20MBAHR401	Organizational Leadership
20MBAMM402	Logistics and Supply Chain Management	20MBAFM402	Financial Derivatives	20MBAHR402	Personal Growth & Interpersonal Effectiveness
20MBAMM403	Digital Marketing Management	20MBAFM403	Indirect Taxation	20MBAHR403	International Human Resource Management