

MBA

Course Curriculum based on MBA-AICTE Model Curriculum & Choice Based Credit System (CBCS)

1 st Semester			
S.N.	COURSE	CODE	CREDITS
1	Management Process and Organizational Behaviour	MBA 511	3 0 0 = 3
2	Quantitative Techniques for Management	MBA 512	3 0 0 = 3
3	Managerial Economics	MBA 513	3 0 0 = 3
4	Accounting for Managers	MBA 514	3 0 0 = 3
5	Business Communication	MBA 515	2 0 2 = 3
6	Business Research Methods	MBA 516	3 0 0 = 3
7	Food & Agribusiness Environment & Policy	MBA 517	2 0 0 = 2
8	Community Engagement & Social Responsibility	MBA 518	0 0 4 = 2
	TOTAL CREDITS		22
2 nd Semester			
S.N.	COURSE	CODE	CREDITS
1	Marketing Management	MBA 521	3 0 0 = 3
2	Financial Management	MBA 522	3 0 0 = 3
3	Human Resource Management	MBA 523	3 0 0 = 3
4	Operations Management	MBA 524	3 0 0 = 3
5	International Business Management	MBA 525	2 0 0 = 2
6	Operation Research	MBA 526	2 0 0 = 2
7	Business Analytics	MBA 527	2 0 0 = 2
8	Business Environment	MBA 528	2 0 0 = 2
9	Scientific and Technical Writing	AES - 527	1 0 0 (Non -Credit)
	TOTAL CREDITS		20
3 rd Semester			
1	Innovation and Entrepreneurship	MBA 531	3 0 0 = 3
2	Strategic Management	MBA 532	3 0 0 = 3
3	MooC Courses	MBA 533	2 0 0 = 2
4	Summer Internship, Project, Presentative & viva voce	MBA 534	0 0 4 = 2
5	Elective 1		3 0 0 = 3
6	Elective 2		3 0 0 = 3
7	Elective 3		3 0 0 = 3
8	Elective 4		3 0 0 = 3
	TOTAL CREDITS		22
4 th Semester			
1	Corporate Governance and Business Ethics	MBA 541	2 0 0 = 2
2	Elective 5		3 0 0 = 3
3	Elective 6		3 0 0 = 3
4	Elective 7		3 0 0 = 3
5	Elective 8		3 0 0 = 3
6	Elective 9		3 0 0 = 3
7	Elective 10		3 0 0 = 3
	TOTAL CREDITS		20

Elective Subject for 3rd & 4th Semester

Food & Agri-Business Management (Compulsory)					
Course Type/Code	Title	L	T	P	Credits
FABM PE1	Food Supply Chain Management	3	-	-	3
FABM PE2	Managing Cooperatives and Farmer Producer Organizations	3	-	-	3
FABM PE3	Management of Agricultural Input Marketing	3	-	-	3
FABM PE4	Agri-Food Climate and Global Food Security	3	-	-	3
FABM PE5	Innovation and Technology in Agri-Food Sector	3	-	-	3
FABM PE6	Agri-Food Export Management & International Trade	3	-	-	3
FABM PE7	Digital Marketing for Agri-Food Products	3	-	-	3
FABM PE8	Rural Marketing	3	-	-	3
FABM PE9	Agribusiness Finance	3	-	-	3
FABM PE10	Agricultural Commodity Markets and Price Analysis	3	-	-	3

Marketing (Optional-I)					
Course Type/Code	Title	L	T	P	Credits
MKT PE1	Sales Management	3	-	-	3
MKT PE2	Digital Marketing	3	-	-	3
MKT PE3	Advertising Management	3	-	-	3
MKT PE4	Brand Management	3	-	-	3
MKT PE5	Retailing Management	3	-	-	3
MKT PE6	Integrated Marketing Communication	3	-	-	3
MKT PE7	Marketing Channel	3	-	-	3
MKT PE8	Services Marketing	3	-	-	3
MKT PE9	Consumer behaviour	3	-	-	3
MKT PE 10	Product & Innovation Management	3	-	-	3

MKT PE 11	Business to Business Marketing	3	-	-	3
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Finance (Optional-II)					
Course Type/Code	Title	L	T	P	Credits
FIN PE1	Security Analysis and Investment Management	3	-	-	3
FIN PE2	Digital Finance	3	-	-	3
FIN PE3	Banking and Insurance Services	3	-	-	3
FIN PE4	Business Valuation	3	-	-	3
FIN PE5	International Financial Management	3	-	-	3
FIN PE6	Project Finance	3	-	-	3
FIN PE7	Financial Markets and Institutions	3	-	-	3
FIN PE8	Sustainable Finance	3	-	-	3
FIN PE9	Banking and Insurance Services	3	-	-	3
FIN PE10	Business Valuation	3	-	-	3

International Business (Optional-III)					
Course Type/Code	Title	L	T	P	Credits
IB PE1	International Business Environment	3	-	-	3
IB PE2	International Trade and Policy Framework	3	-	-	3
IB PE3	International Financial System	3	-	-	3
IB PE4	International Trade Practices, Procedures & Documentation	3	-	-	3
IB PE5	International Supply Chain Management and Logistics	3	-	-	3
IB PE6	International Advertising and Brand Management	3	-	-	3
IB PE7	International Marketing Research and Consumer Behaviour	3	-	-	3

*In addition, a student is required to choose a combination of total 5 professional electives (on the pattern of 2+3 or 3+2) from both dual specializations subjects in each 3rd & 4th semester. For example, if a student selects 2 PE from the compulsory specialization FABM (Food & Agri-Business Management) and 3 PE from Marketing (if select Marketing as second specialization)

in 3rd semester then in the next 4th semester he/she will have to choose 3 PE from FABM and 2 PE from Marketing.

(Total Course Credits including both years approx.= 84)