

(Course List)

Branch : Master of Business Administration-No Branch-2020-21

Sr. No.	Subject Code	Subject	Credits			Total Marks	Total Credits	ENDSEM-TH		INTERNAL/PRACTICAL					
			L	T	P			FM	PM	CIE-TH	PM	CIE-PR	PM	ESE-PR	PM
Semester : III															
1	MB0331	Manpower Planning, Recruitment And Selection	3	0	0	100	3	40	20	60	30	0	0	0	0
2	MB0332	Employee Relations	3	0	0	100	3	40	20	60	30	0	0	0	0
3	MB0333	Performance Management System	3	0	0	100	3	40	20	60	30	0	0	0	0
4	MB0334	Organizational Development And Change Management	3	0	0	100	3	40	20	60	30	0	0	0	0
5	MB0335	Human Resource Development	3	0	0	100	3	40	20	60	30	0	0	0	0
6	MB0341	Data Mining and Business Decision	3	0	0	100	3	40	20	60	30	0	0	0	0
7	MB0342	Managing Software Projects	3	0	0	100	3	40	20	60	30	0	0	0	0
8	MB0343	Managing Digital Innovation and Transformation	3	0	0	100	3	40	20	60	30	0	0	0	0
9	MB0344	IT Consulting	3	0	0	100	3	40	20	60	30	0	0	0	0
10	MB0345	E-Commerce and Digital Markets	3	0	0	100	3	40	20	60	30	0	0	0	0
11	MB0351	Airline Marketing	3	0	0	100	3	40	20	60	30	0	0	0	0
12	MB0352	Air Cargo Management	3	0	0	100	3	40	20	60	30	0	0	0	0
13	MB0353	Aviation Law, Insurance, Rules And C.A.R	3	0	0	100	3	40	20	60	30	0	0	0	0
14	MB0354	Ticket Reservation Software Training	3	0	0	100	3	40	20	60	30	0	0	0	0
15	MB0355	Supply Chain Management	3	0	0	100	3	40	20	60	30	0	0	0	0
16	MB0361	Hospital Planning and Management	3	0	0	100	3	40	20	60	30	0	0	0	0

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17	MB0362	Hospital Information Management System	3	0	0	100	3	40	20	60	30	0	0	0	0
18	MB0363	Hospital And Patient Relation Management	3	0	0	100	3	40	20	60	30	0	0	0	0
19	MB0364	Manpower Planning, Recruitment and Selection	3	0	0	100	3	40	20	60	30	0	0	0	0
20	MB0365	Hospital Supportive Services And Facilities Management	3	0	0	100	3	40	20	60	30	0	0	0	0
21	MB0371	Advance Operations Management	3	0	0	100	3	40	20	60	30	0	0	0	0
22	MB0372	Supply Chain and Logistics Management	3	0	0	100	3	40	20	60	30	0	0	0	0
23	MB0373	E- Commerce and Digital Markets	3	0	0	100	3	40	20	60	30	0	0	0	0
24	MB0374	Principles of Materials Management	3	0	0	100	3	40	20	60	30	0	0	0	0
25	MB0375	Advance Project Management	3	0	0	100	3	40	20	60	30	0	0	0	0
26	MB0316	Marketing Specialization Project – I	0	0	4	100	2	0	0	0	0	60	30	40	20
27	MB0326	Finance Specialization Project – I	0	0	4	100	2	0	0	0	0	60	30	40	20
28	MB0336	HR Specialization Project – I	0	0	4	100	2	0	0	0	0	60	30	40	20
29	MB0346	IT Specialization Project – I	0	0	4	100	2	0	0	0	0	60	30	40	20
30	MB0356	Aviation specialization Project – I	0	0	4	100	2	0	0	0	0	60	30	40	20
31	MB0366	Healthcare specialization Project – I	0	0	4	100	2	0	0	0	0	60	30	40	20
32	MB0376	Operations Management Specialisation Project I	0	0	4	100	2	0	0	0	0	60	30	40	20
33	MB0303	Summer Internship Project	0	0	12	100	6	0	0	0	0	60	30	40	20
34	MB0308	Retail Management	2	0	0	100	2	40	20	60	30	0	0	0	0
35	MB0309	Banking Management	2	0	0	100	2	40	20	60	30	0	0	0	0

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36	MB0310	Hospitality & Tourism Management	2	0	0	100	2	40	20	60	30	0	0	0	0
37	ME0729	Introduction to Research (University Open elective)	2	0	0	100	2	40	20	60	30	0	0	0	0
38	MB0301	Business Policy And Strategic Management (Core)	3	0	0	100	3	40	20	60	30	0	0	0	0
39	MB0302	Legal Aspect Of Business (Core)	3	0	0	100	3	40	20	60	30	0	0	0	0
40	MB0311	Integrated Marketing Communication	3	0	0	100	3	40	20	60	30	0	0	0	0
41	MB0312	Consumer Behavior	3	0	0	100	3	40	20	60	30	0	0	0	0
42	MB0313	Rural Marketing	3	0	0	100	3	40	20	60	30	0	0	0	0
43	MB0314	B2B Marketing	3	0	0	100	3	40	20	60	30	0	0	0	0
44	MB0315	Supply Chain And Logistics Management	3	0	0	100	3	40	20	60	30	0	0	0	0
45	MB0317	Sales and Distribution management	3	0	0	100	3	40	20	60	30	0	0	0	0
46	MB0318	Digital and Social Media Marketing	3	0	0	100	3	40	20	60	30	0	0	0	0
47	MB0321	Managing Banks and Financial Institutions	3	0	0	100	3	40	20	60	30	0	0	0	0
48	MB0322	Financial Investment Analysis And Portfolio Management	3	0	0	100	3	40	20	60	30	0	0	0	0
49	MB0323	Behavioral Finance	3	0	0	100	3	40	20	60	30	0	0	0	0
50	MB0324	Strategic Financial Management	3	0	0	100	3	40	20	60	30	0	0	0	0
51	MB0325	Corporate Tax and Financial Planning	3	0	0	100	3	40	20	60	30	0	0	0	0
			Total			5100	145								