

Program Name: - Integrated MBA (IMBA)

Program Code: MS301

Semester :- V

Effect from Academic Year: 2022-23

Subject code	Subject Name	Credit	Hours per week				Theory (Marks)				Practical(Marks)				Total (Marks)
			L	T	P	Total	University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
							Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
1MS3010501	Creativity, Innovation and Business Plan	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010502	Analytical Tools & Techniques for Business Decision Making	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010503	Business Intelligence and Analytics	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010504	Industry Orientation Project	4	--	--	8	8	--	--	--	--	48	120	32	80	200
Elective Courses															
Specialization: Marketing (Any three)															
1MS3010551	Consumer Behavior	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010552	Integrated Marketing Communication	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010553	Sales and Distribution Management	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010554	Rural Marketing	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010555	Marketing Research	4	4	--	--	4	24	60	16	40	--	--	--	--	100
Specialization: Finance (Any three)															
1MS3010531	Security Analysis and Portfolio Management	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010532	Banking and Financial Services	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010533	Corporate Finance	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010534	Corporate Taxation and Planning	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010535	Project Finance	4	4	--	--	4	24	60	16	40	--	--	--	--	100
Specialization: Human Resource (Any three)															
1MS3010571	Change Management	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010572	Organizational Development	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010573	Industrial Labour Law	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010574	Human Resource Planning	4	4	--	--	4	24	60	16	40	--	--	--	--	100
1MS3010575	Industrial Relations	4	4	--	--	4	24	60	16	40	--	--	--	--	100
Enrichment Courses (Non-Credit)															
1MS3010591	Indian Constitution	--	4	--	--	--	--	--	--	--	--	--	--	--	
Total		28	28	--	8	36									800

L=Lecture, T=Tutorial, P=Practical

Note (if any):-