

Faculty of Management Studies

Program Name: Integrated Master of Business Administration

Program Code: MS301

Abbreviation Name: IMBA

Semester: VII(Seven)

With effect from: Academic Year 2023-24

Course Code	Course 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.	
1MS3010701	Strategic Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010702	Entrepreneurship and Business Law	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010791	Management Research Project-1	8	-	-	8	8	-	-	-	-	48	120	32	80	200
Specialization: Marketing Management (Any three)															
1MS3010751	Consumer Behavior	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010752	Integrated Marketing Communication	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010753	Sales and Distribution Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010754	Rural Marketing	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010755	Marketing Research	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Finance Management (Any three)															
1MS3010731	Security Analysis and Portfolio Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010732	Banking and Financial Services	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010733	Corporate Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010734	Corporate Taxation and Planning	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010735	Project Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Human Resource Management (Any three)															
1MS3010771	Change Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010772	Organization Development	4	4	-	-	4	24	60	16	40	-	-	-	-	100

1MS3010773	Industrial Labor Law	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010774	Human Resource Planning	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010775	Industrial Relations	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: International Business Management (Any three)															
1MS3010781	International Business Environment	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010782	International Trade and Policy Framework	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010783	International Marketing Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010784	International Financial Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010785	International Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Non-Credit															
1MS3010703	Application of Statistical Software in Management	0	-	2	2	4	-	-	-	-	-	-	-	-	-
Total		28	20	2	10	32	120	300	80	200	48	120	32	80	700