

Faculty of Management Studies

Program Name: Integrated Master of Business Administration

Program Code: MS301

Abbreviation Name: IMBA

Semester: VIII(Eight)

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.	
1MS3010801	Management of Services	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010802	International Business	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010891	Management Research Project-2	8	-	-	8	8	-	-	-	-	48	120	32	80	200
Specialization: Marketing Management (Any three)															
1MS3010851	Strategic Brand Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010852	B to B Marketing	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010853	Retail Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010854	Digital Marketing	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010855	Product Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Finance Management (Any three)															
1MS3010831	Financial Derivatives	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010832	International Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010833	Management Control Systems	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010834	Behavioral Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010835	Commodity Markets	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Human Resource Management (Any three)															
1MS3010871	Strategic Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010872	Compensation Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010873	International Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010874	Conflict and Negotiation Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010875	Performance Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100

Specialization: International Business Management (Any three)

1MS3010881	Global Business Strategies & Operations Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010882	Import export Documentation	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010883	International Supply Chain Management and Logistics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010884	IB Industrial Visit Project	4	4	-	-	4	24	60	16	40	-	-	-	-	100
1MS3010885	Global Country Study Report	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Total		28	20		8	28	120	300	80	200	48	120	32	80	700