

Program Name: Integrated MBA – Five Years

Abbreviation Name: IMBA

Semester: I

Program Code: MS301

With effect from: 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.	
2MS3010101T	Basic English	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010102T	Fundamentals of Financial Accountings	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010103T	Managerial Economics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010104T	Information Technology for Managers	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010105T	Forms of Business Organization	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010106T	Quantitative Methods for Business - I	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010191T	Management Lesson through Movies	-	-	2	-	2									
Total		24						360		240					600

Program Name: Integrated MBA – Five Years

Abbreviation Name: IMBA

Semester: II

Program Code: MS301

With effect from: 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.	
2MS3010201T	Quantitative methods for Business – II	4	4		-	4	24	60	16	40	-	-	-	-	100
2MS3010202T	Business Communication Skills	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010203T	Macro Economics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010204T	Introduction to Organisation Behaviour	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010205T	Growth and Structure of Industry	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010206T	Management Process	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010207T	Company Account	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010292T	Event Management and Leadership	-	-	2	1	3									
Total		28						420		260				20	700

Program Name: Master of Business Administration (Integrated)

Abbreviation Name: IMBA

Semester: III

Program Code: MS301

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.	
2MS3010301T	Business Research Process	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010302T	Essentials of Business Mathematics	4	4		-	4	24	60	16	40	-	-	-	-	100
2MS3010303T	Essentials of Marketing Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010304T	Production & Operations Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010305T	Cost Accounting	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010306T	Personality Development and Soft Skills I	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010307P	Computer Application In Management	4	-	2	4	6	-	-	-	-	20	50	20	50	100
2MS3010391T	Human Values and Professional Ethics	-	-	2	-	2									
Total		28	24	4	4	32		360		240		50		50	700

Note: L=Lecture, T=Theory, P=Practical

Faculty of Management Studies

Program Name: Master of Business Administration (Integrated)

Abbreviation Name: IMBA

Semester: IV

Program Code: MS301

With effect from: 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.	
2MS3010401T	Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010402T	Advanced Marketing Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010403T	Essentials of Financial Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010404T	Introduction to International Business	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010405T	Legal Aspects of Business	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010406T	Personality Development and Soft Skills II	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010491T	Theater -Based Techniques for Managers.	-	-	2	-	2									
Total		24	24	2	-	26		360		240					600

Note: L=Lecture, T=Theory, P=Practical

Program Name: Master of Business Administration (Integrated)

Abbreviation Name: IMBA

Semester: V

Program Code: MS301

With effect from: 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.	
2MS3010501T	Creativity, Innovation and Business Plan	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010502T	Analytical Tools & Techniques for Business Decision Making	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010503T	Business Intelligence and Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010504P	Industry Orientation Project	4	-	2	4	6	-	-	-	-	20	50	20	50	100
Elective Courses-															
Specialization: Marketing (Any three)															
2MS3010551T	Consumer Behaviour	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010552T	Integrated Marketing Communication	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010553T	Sales and Distribution Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010554T	Rural Marketing	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010555T	Marketing Research	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Finance (Any three)															
2MS3010531T	Security Analysis and Portfolio Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010532T	Banking and Financial Services	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010533T	Corporate Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010534T	Corporate Taxation and Planning	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010535T	Project Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100

Specialization: Human Resource (Any three)																
2MS3010571T	Change Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010572T	Organization Development	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010573T	Industrial Labour Law	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010574T	Human Resource Planning	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010575T	Industrial Relations	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
Specialization: International Business (Any three)																
2MS3010581T	International Business Environment	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010582T	International Trade and Policy Framework	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010583T	International Marketing Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010584T	International Financial Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010585T	International Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
Specialization: Business Analytics (Any three)																
2MS3010541T	Business Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010542T	Data Science: Warehousing & Mining	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010543T	Marketing Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010544T	Finance Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010545T	HR Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
Non-Credit																
2MS3010591P	Indian Constitution	-	-	2	2	4	-	-	-	-	-	-	-	-	-	
Total		28	24	4	6	34		360		240	20	50	20	50	700	

Note: L=Lecture, T=Theory, P=Practical

Faculty of Management Studies

Program Name: Master of Business Administration (Integrated)

Abbreviation Name: IMBA

Semester: VI

Program Code: MS301

With effect from: 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 .	
2MS3010601T	Financial Planning and Taxation	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010602T	Business Ethics and Corporate Governance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010603T	Business Etiquettes	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010604P	Summer Internship Program	4	-	-	-	**	-	-	-	-	20	50	20	50	100
Elective Courses-															
Specialization: Marketing (Any three)															
2MS3010651T	Strategic Brand Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010652T	B to B Marketing	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010653T	Retail Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010654T	Digital Marketing	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010655T	Product Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Finance (Any three)															
2MS3010631T	Financial Derivatives	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010632T	International Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010633T	Management Control Systems	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010634T	Behavioural Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100

2MS3010635T	Commodity Markets	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Human Resource (Any three)															
2MS3010671T	Strategic Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010672T	Compensation Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010673T	International Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010674T	Conflict and Negotiation Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010675T	Performance Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: International Business (Any three)															
2MS3010681T	Global Business Strategies & Operations Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010682T	Import Export Documentation	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010683T	International Supply Chain Management and Logistics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010684P	IB Industrial Visit Project	4	-	2	4	6	-	-	-	-	20	50	20	50	100
2MS3010685P	Global Country Study Report	4	-	2	4	6	-	-	-	-	20	50	20	50	100
Specialization: Business Analytics (Any three)															
2MS3010641T	Data Visualization I- Microsoft Power BI	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010642T	Data Visualisation II- Google Data Studio and Tableau	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010643T	Operation and Supply Chain Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010644T	Introduction to AI and Machine Learning	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010645T	Big Data Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Non-Credit															
2MS3010691T	Disaster Management	-	4	-	-	4									
Total		28	28	4	8	28/32*		360		240	-	100	-	100	700

Note: L=Lecture, T=Theory, P=Practical

* Total Hours per week affected due to International Business Specialization Practical Subjects

** Summer Internship Program of 4 weeks.

Faculty of Management Studies

Program Name: Master of Business Administration (Integrated)

Abbreviation Name: IMBA

Semester: VII

Program Code: MS301

With effect from: 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.	
2MS3010701T	Strategic Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010702T	Entrepreneurship and Business Law	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010703P	Management Research Project-I	8	-	4	8	12	-	-	-	-	40	100	40	100	200
Elective Courses-															
Specialization: Marketing (Any three)															
2MS3010751T	Consumer Behaviour	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010752T	Integrated Marketing Communication	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010753T	Sales and Distribution Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010754T	Rural Marketing	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010755T	Marketing Research	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Finance (Any three)															
2MS3010731T	Security Analysis and Portfolio Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010732T	Banking and Financial Services	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010733T	Corporate Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010734T	Corporate Taxation and Planning	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010735T	Project Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Human Resource (Any three)															
2MS3010771T	Change Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010772T	Organization Development	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010773T	Industrial Labour Law	4	4	-	-	4	24	60	16	40	-	-	-	-	100

2MS3010774T	Human Resource Planning	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010775T	Industrial Relations	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: International Business (Any three)															
2MS3010781T	International Business Environment	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010782T	International Trade and Policy Framework	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010783T	International Marketing Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010784T	International Financial Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010785T	International Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Business Analytics (Any three)															
2MS3010741T	Business Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010742T	Data Science: Warehousing & Mining	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010743T	Marketing Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010744T	Finance Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010745T	HR Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Non-Credit															
2MS3010791P	Application of Statistical Software in Management	-	-	2	2	4	-	-	-	-	-	-	-	-	-
Total		28	20	6	10	36		300		200	40	100	40	100	700

Note: L=Lecture, T=Theory, P=Practical

Faculty of Management Studies

Program Name: Master of Business Administration (Integrated)

Abbreviation Name: IMBA

Semester: VIII

Program Code: MS301

With effect from: 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.	
2MS3010801T	Management of Services	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010802T	International Business	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010803P	Management Research Project-II	8	-	4	8	12	-	-	-	-	40	100	40	100	200
Elective Courses-															
Specialization: Marketing (Any three)															
2MS3010851T	Strategic Brand Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010852T	B to B Marketing	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010853T	Retail Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010854T	Digital Marketing	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010855T	Product Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
Specialization: Finance (Any three)															
2MS3010831T	Financial Derivatives	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010832T	International Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010833T	Management Control Systems	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010834T	Behavioural Finance	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010835T	Commodity Markets	4	4	-	-	4	24	60	16	40	-	-	-	-	100

Specialization: Human Resource (Any three)																
2MS3010871T	Strategic Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010872T	Compensation Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010873T	International Human Resource Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010874T	Conflict and Negotiation Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010875T	Performance Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
Specialization: International Business (Any three)																
2MS3010881T	Global Business Strategies & Operations Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010882T	Import export Documentation	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010883T	International Supply Chain Management and Logistics	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010884P	IB Industrial Visit Project	4	-	2	4	6	-	-	-	-	20	50	20	50	100	
2MS3010885P	Global Country Study Report	4	-	2	4	6	-	-	-	-	20	50	20	50	100	
Specialization: Business Analytics (Any three)																
2MS3010841T	Data Visualisation I- Microsoft Power BI	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010842T	Data Visualisation II- Google Data Studio and Tableau	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010843T	Operation and Supply Chain Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010844T	Introduction to AI and Machine Learning	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
2MS3010845T	Big Data Analytics	4	4	-	-	4	24	60	16	40	-	-	-	-	100	
Total		28	20	8	16	34*		300		200	-	100	-	100	700	

Note: L=Lecture, T=Theory, P=Practical

* Total Hours per week affected due to International Business Specialization Practical Subjects

** Summer Internship Program of 4 weeks.

Faculty of Management Studies

Program Name: Master of Business Administration (Integrated)

Abbreviation Name: IMBA

Semester: IX

Program Code: MS301

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.	
2MS3010901T	Technology and Management	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010902T	Digital Business	4	4		-	4	24	60	16	40	-	-	-	-	100
2MS3010903T	System Thinking & Business Practises: Cases	4	4	-	-	4	24	60	16	40	-	-	-	-	100
2MS3010904P	Research Project	8	-	4	8	12	-	-	-	-	40	100	40	100	200
2MS3010991T	Environmental Studies and Climate Change	-	4	-	-	4	-	-	-	-	-	-	-	-	-
Total		20	16	4	8	28	72	180	48	120	40	100	40	100	500

Note: L=Lecture, T=Theory, P=Practical

Faculty of Management Studies

Program Name: Master of Business Administration (Integrated)
Abbreviation Name: IMBA
Semester: X

Program Code: MS301
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.	
2MS3011001P	Industry Exposure Project	24	-	-	-	**	-	-	-	-	120	300	120	300	600

Note: L=Lecture, T=Theory, P=Practical

Note (If any): ** Industry Exposure Project will be done in industry (12 weeks) therefore hours per week are not shown