

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM-2019-2020

M.B.A Course Structure and Syllabi

MBA Programme Outcome:

The MBA programme is visualised to prepare graduates from different disciplines to design business solutions for problems across the various functional domains of Management; to contribute to the growth and development of the society through their research acumen and entrepreneurial skills; and to develop the requisite interpersonal skills and aptitude. More specifically, on successfully completing the program, the student will be able to:

- Demonstrate the knowledge of management science to solve complex corporate problems using limited resources.
- Review research literature, identify and analyse management problems and utilize qualitative and quantitative methods to investigate and solve critical business problems.
- Identify business opportunities, design and implement innovations in work space.
- Integrate tools and concepts from multiple functional areas like finance, marketing, operations and human resource management to solve business problems.
- Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.
- Incorporate ethical principles, diversity and multicultural perspectives when making business decisions.
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Communicate effectively with all stakeholders of his role as a manager.
- Engage in independent and life-long learning.

Minimum Credits required for M. B. A. Degree

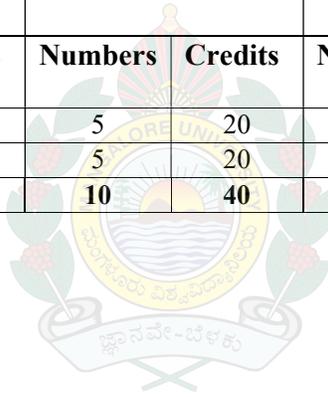
I to IV Semesters	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
	13	52	10	40	23	92

Minimum Courses to be registered by a student in a normal phase to successfully complete MBA Degree in four semesters.

Semesters	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
I	4	16	2	8	6	24
II	4	16	2	8	6	24
III	3	12	3	12	6	24
IV	2	8	3	12	5	20
Total	13	52	10	40	23	92

Minimum Courses to be registered by a student in a normal phase to successfully complete MBA Degree in ODD and EVEN semesters.

Semesters	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
ODD	7	28	5	20	12	48
EVEN	6	24	5	20	11	44
Total	13	52	10	40	23	92



FIRST SEMESTER - MBA*

Sl. No	Title of the Course	Hard Core/Soft Core	Number of Credits
MBAH 401	Modern Organisation and Management	HC	4
MBAH 402	Business Accounting and Finance	HC	4
MBAH 403	Organisational Behaviour and Communication	HC	4
MBAH 404	Information Technology and Business	HC	4
MBAS 405	Economics for Managers	SC	4
MBAS 406	Soft Skills	SC	4
MBAS 407	E- Commerce	SC	4
MBAS 408	Compliance Management	SC	4
MBAS 409	Project Management	SC	4
MBAS 410	Business Analytics	SC	4
MBAS 411	Bank Management	SC	4
MBAS 412	Facility Management	SC	4

SECOND SEMESTER - MBA*

Sl. No	Title of the Course	Hard Core/Soft Core	Number of Credits
MBAH 451	Human Resource Management	HC	4
MBAH 452	Marketing Management	HC	4
MBAH 453	Indian Business Environment	HC	4
MBAH 454	Business Research Methods	HC	4
MBAS 455	Operations Management	SC	4
MBAS 456	Business Ethics and Social Responsibility	SC	4
MBAS 457	Supply Chain Management	SC	4
MBAS 458	Non- Profit Management	SC	4
MBAS 459	Disaster Management	SC	4
MBAS 460	Marketing Analytics	SC	4
MBAS 461	Insurance Management	SC	4
MBAS 462	Financial Services	SC	4

THIRD SEMESTER - MBA**

Sl. No.	Title of the Course	Hard Core/Soft Core	Number of Credits
MBAH 501	Entrepreneurship and Start-ups	HC	4
MBAH 502	Strategic Cost Management	HC	4
MBAH 503	Operations Research	HC	4
SOFT CORE GROUP – 1: Financial Management			
MBAS 504	Strategic Financial Management	SC	4
MBAS 505	Investment Analysis and Portfolio Management	SC	4
MBAS 506	Tax Planning	SC	4
SOFT CORE GROUP – 2: Marketing Management			
MBAS 507	Marketing Research and Consumer Behaviour	SC	4
MBAS 508	Promotions and Distribution Management	SC	4
MBAS 509	Retail Management	SC	4
SOFT CORE GROUP – 3: Human Resource Management			
MBAS 510	Learning and Development	SC	4
MBAS 511	Employees Relations Management	SC	4
MBAS 512	Stress Management	SC	4
SOFT CORE GROUP – 4: Banking and Insurance			
MBAS 513	Principles and Practice of Banking and Insurance	SC	4
MBAS 514	Banking and Insurance Products	SC	4
MBAS 515	International Banking	SC	4
SOFT CORE GROUP – 5: Hospital Administration			
MBAS 516	Hospital Services Management	SC	4
MBAS 517	Hospital Planning and Administration	SC	4
MBAS 518	Health Economics and Insurance	SC	4
SOFT CORE GROUP – 6: Logistics Management			
MBAS 519	Fundamentals of Logistics Management	SC	4
MBAS 520	Cargo And Freight Management	SC	4
MBAS 521	Transportation Management	SC	4

FOURTH SEMESTER - MBA**

Sl. No.	Title of the Course	Hard Core/Soft Core	Number of Credits
MBAH 551	International Business Environment	HC	4
MBAP 552	Project Report***	HC	4
SOFT CORE GROUP – 1: Financial management			
MBAS 553	Behavioural Finance	SC	4
MBAS 554	International Financial Management	SC	4
MBAS 555	Corporate Restructuring	SC	4
SOFT CORE GROUP - 2: Marketing Management			
MBAS 556	International Marketing Management	SC	4
MBAS 557	Services Marketing	SC	4
MBAS 558	Rural Marketing	SC	4
SOFT CORE GROUP - 3: Human Resource Management			
MBAS 559	Global Human Resources Management	SC	4
MBAS 560	Compensation Management	SC	4
MBAS 561	Performance Management	SC	4
SOFT CORE GROUP – 4: Banking and Insurance			
MBAS 562	Legal Aspects of Banking and Insurance	SC	4
MBAS 563	Treasury and Risk Management	SC	4
MBAS 564	Rural Banking	SC	4
SOFT CORE GROUP – 5: Hospital Administration			
MBAS 565	Quality Management in Healthcare Organisation	SC	4
MBAS 566	Legal Issues in Healthcare and Business Ethics	SC	4
MBAS 567	Health Information System	SC	4
SOFT CORE GROUP – 6: Logistics Management			
MBAS 568	International Trade Documentation and Maritime Law	SC	4
MBAS 569	Strategic Logistics Management	SC	4
MBAS 570	Warehousing, Icd and Packaging	SC	4

1. Soft Core Courses in I and II Semesters:

Any two soft core courses from the available Soft Cores shall be selected by a student at the commencement of I and II Semesters. The Department Council/ Affiliated College will announce at the beginning of the first and second semesters, any two or more soft core papers which will be offered during I and II semesters depending upon the availability of faculty and the demand for soft core courses. The minimum number of students opting for a soft core course should be ten.

2. Elective Groups:

Any one **group** from the available **Soft Core Groups** shall be selected by a student at the commencement of III Semester. Once a group has been selected, no change in the selected group will be allowed later in the fourth semester. The Department/ Affiliated College will announce at the end of the second semester, any one or more Soft Core Groups which will be offered during III and IV semesters depending upon the availability of faculty members and the demand for soft core group. A Soft Core Group can be offered if there are minimum ten students opting for that group.

***** Project Work:**

A student in the third semester shall register for a Project Work which carries 4 credits in the fourth semester. **Work load for Project Work is one contact hour per student per week for the teacher.** The student shall do field work and library work in the remaining 3 credit hours per week.

Evaluation of Project report

- 1) 30 marks viva –voce examination and 70 marks final report evaluation.
- 2) Viva voce examination shall be conducted by the BOE in the department.

Question paper pattern

1. Theory paper pattern:

- Section- A**
One compulsory question (1 x 15 =15)
- Section- B**
Five out of eight questions. (5 x 8 =40)
- Section-C**
One compulsory question (case study/practical question) (1 x 15 =15)

2. Practical paper pattern:

- Section- A**
Two out of three questions (2 x 10=20)
- Section- B**
Three out of five questions. (3 x 12 = 36)
- Section-C**
One compulsory question (case study/practical question) (1 x 14 =14)

Note: The following papers are practical in nature and practical question paper pattern will be used in the semester examinations.

MBAH 402, MBAS 410, MBAH 454, MBAS 460, MBAS 462, MBAH 502, MBAH 503, MBAS 504, MBAS 505, MBAS 506, MBAS 554, MBAS 555.
