

MBA 2Yrs Syllabus from Admission Batch 2018-19 onwards

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ODISHA
ROURKELA



Curriculum and Syllabus

Of

MBA 2Yrs from the Batch 2018-19

Director, Curriculum Development
Biju Patnaik University of Technology, Odisha
Rourkela

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MBA (REGULAR) SYLLABUS: 02 Years Duration

Scheme of Credit distribution

Semester	Specifications	Credits	Total Credits
1 st	9 Compulsory Papers	9 X @ 3 credits per paper	27
2 nd	09 Compulsory Papers	9 X @ 3 credits per paper	27
3 rd	04 papers of Specialization – I	4 X @ 3 credits per paper = 12	28
	04 papers of Specialization – II	4 X @ 3 credits per paper = 12	
	Internship after 2 nd Semester Exam.	04	
4 th	03 papers of Specialization – I	3 X @ 3 credits per paper = 09	20
	03 papers of Specialization – II	3 X @ 3 credits per paper = 09	
	Seminar Presentation	02	
GRAND TOTAL CREDITS			102

1. NOTE:

- Students may take any two Specializations out of the specified groups.
- However students those who have taken admission in “MBA in Rural Management”, must have to take “Rural Management” as one of the specialization and another specialization from the remaining groups.


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(FIRST YEAR)

1st SEMESTER

Sl No.	Sub. Code	Name of the subjects	L-T-P	Credit	University Marks	Internal Evaluation
1.	18MBA101	Managerial Economics	3-0-0	3	100	50
2.	18MBA102	Marketing Management	3-0-0	3	100	50
3.	18MBA103	Organizational Behaviour	3-0-0	3	100	50
4.	18MBA104	Management Principles	3-0-0	3	100	50
5.	18MBA105	Decision Science	3-0-0	3	100	50
6.	18MBA106	Business Communication	3-0-0	3	100	50
7.	18MBA107	Financial Accounting and Analysis	3-0-0	3	100	50
8.	18MBA108	Business Law	3-0-0	3	100	50
9.	18MBA109	Business Environment & Ethics	3-0-0	3	100	50
		TOTAL		27	900	450

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2nd SEMESTER

Sl No.	Sub. Code	Name of the subjects	L-T-P	Credit	University Marks	Internal Evaluation
1.	18MBA201	Corporate Finance	3-0-0	3	100	50
2.	18MBA202	Indian Financial Systems and Services	3-0-0	3	100	50
3.	18MBA203	Human Resources Management	3-0-0	3	100	50
4.	18MBA204	Business Research	3-0-0	3	100	50
5.	18MBA205	Operations Management	3-0-0	3	100	50
6.	18MBA206	International Business	3-0-0	3	100	50
7.	18MBA207	Fundamentals of IT & ERP	3-0-0	3	100	50
8.	18MBA208	Corporate Strategy	3-0-0	3	100	50
9.	18MBA209	Entrepreneurship Development	3-0-0	3	100	50
		TOTAL		27	900	450
<p>The colleges may provide for a PD Lab for the students which shall be a non-credit course. An indicative list of lab sessions is attached for reference.</p>						
<p>Internship Training during vacation.</p>						

SECOND YEAR

LIST OF SPECIALIZATIONS:

(A student may take any two specializations from the following groups)

a) MARKETING							
SI No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3 rd	18MBA301A	Consumer Behaviour	3-0-0	3	100	50
2.	3 rd	18MBA302A	Sales & Distribution Management	3-0-0	3	100	50
3.	3 rd	18MBA303A	Digital Marketing	3-0-0	3	100	50
4.	3 rd	18MBA304A	Service Marketing	3-0-0	3	100	50
5.	4 th	18MBA401A	Retail Management	3-0-0	3	100	50
6.	4 th	18MBA402A	Product & Branding Management	3-0-0	3	100	50
7.	4 th	18MBA403A	B2B Marketing	3-0-0	3	100	50
			TOTAL		21	700	350

b) FINANCE							
SI No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3 rd	18MBA301B	Security Analysis & Portfolio Management	3-0-0	3	100	50
2.	3 rd	18MBA302B	Financial Derivatives	3-0-0	3	100	50
3.	3 rd	18MBA303B	Advanced Management Accounting	3-0-0	3	100	50
4.	3 rd	18MBA304B	Project Appraisal and Financing	3-0-0	3	100	50
5.	4 th	18MBA401B	Business Taxation	3-0-0	3	100	50
6.	4 th	18MBA402B	Behavioural Finance	3-0-0	3	100	50
7.	4 th	18MBA403B	Mergers and Corporate Restructuring	3-0-0	3	100	50
			TOTAL		21	700	350

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c) HUMAN RESOURCES							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301C	Manpower Planning	3-0-0	3	100	50
2.	3rd	18MBA302C	Employee Relations	3-0-0	3	100	50
3.	3rd	18MBA303C	Compensation and Benefit Management	3-0-0	3	100	50
4.	3rd	18MBA304C	Performance Management System	3-0-0	3	100	50
5.	4th	18MBA401C	Team Dynamics at work	3-0-0	3	100	50
6.	4th	18MBA402C	Strategic HRM	3-0-0	3	100	50
7.	4th	18MBA403C	Industrial Legislations	3-0-0	3	100	50
			TOTAL		21	700	350

d) OPERATIONS MANAGEMENT							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301D	Supply Chain Management & Logistics	3-0-0	3	100	50
2.	3rd	18MBA302D	Pricing and Revenue Management	3-0-0	3	100	50
3.	3rd	18MBA303D	Operations Strategy	3-0-0	3	100	50
4.	3rd	18MBA304D	Sales and Operation Planning	3-0-0	3	100	50
5.	4th	18MBA401D	Management of Manufacturing System	3-0-0	3	100	50
6.	4th	18MBA402D	Sourcing Management	3-0-0	3	100	50
7.	4th	18MBA403D	Operations Research Applications	3-0-0	3	100	50
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e) SYSTEMS MANAGEMENT							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301E	Data Mining for Business Decisions	3-0-0	3	100	50
2.	3rd	18MBA302E	Business Analytics	3-0-0	3	100	50
3.	3rd	18MBA303E	E-Commerce and Digital Markets	3-0-0	3	100	50
4.	3rd	18MBA304E	Managing Digital Platforms	3-0-0	3	100	50
5.	4th	18MBA401E	Strategic Management of IT	3-0-0	3	100	50
6.	4th	18MBA402E	Managing Digital Innovation and Transformation	3-0-0	3	100	50
7.	4th	18MBA403E	Managing Software Projects	3-0-0	3	100	50
			TOTAL		21	700	350

f) RURAL MANAGEMENT							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301F	Agribusiness Management	3-0-0	3	100	50
2.	3rd	18MBA302F	Rural Marketing	3-0-0	3	100	50
3.	3 rd	18MBA303F	Rural Development	3-0-0	3	100	50
4.	3rd	18MBA304F	Livelihood and Development Management	3-0-0	3	100	50
5.	4th	18MBA401F	Rural Credit and Micro Finance	3-0-0	3	100	50
6.	4th	18MBA402F	Cooperative Management	3-0-0	3	100	50
7.	4th	18MBA403F	Strategies for Smart Villages	3-0-0	3	100	50
			TOTAL		21	700	350

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1. Compulsory Subjects:

Sl No	Sem ester	Sub. Code	Name of Subject	L-T-P	Credit	University Marks	Internal Evaluation
1.	3 rd	18MBA305	Internship *	0-0-2	4	-	100
2.	4 th	18MBA404	Seminar Presentation *	0-0-1	2	-	100

* The assessment may be carried out weekly at college end.