

PROGRAMME DETAILS FOR MBA

Credits	Semester	Course Code	Title of Course	Credit
Compulsory Core Course	First Semester	MBA-1.1	Principles Of Management	6
		MBA-1.2	Organizational Behavior	6
		MBA-1.3	Accounting For Managers	6
		MBA-1.4	Quantitative Techniques For Business Decisions	6
		MBA-1.5	Managerial Economics	6
		MBA-1.6	Management Information System	6
		Credits of First Semester		
Compulsory Core Course	Second Semester	MBA-2.1	Business Environment	6
		MBA-2.2	Production And Operations Management	6
		MBA-2.3	Human Resource Management	6
		MBA-2.4	Marketing Management	6
		MBA-2.5	Financial Management	6
		MBA-2.6	Research Methodology	6
Credits of Second Semester				36
Compulsory Core Course		MBA-3.1	Organizational Effectiveness & Change	6
		MBA-3.2	Project Management	6
		Select any One Optional Group		
Optional Group-HR		MBA-3.11	Human Resource Development	6
		MBA-3.12	Labour Relations & Legislation	6
		MBA-3.13	Wages & Salary Administration	6
		MBA-3.14	Strategies And Practices Of HRM	6
Optional Group-Finance		MBA-3.21	Financial Derivatives And Services	6
		MBA-3.22	Security Analysis And Portfolio Management	6
		MBA-3.23	Working Capital Management	6
		MBA-3.24	Income Tax Planning And Management	6
Optional Group-Production		MBA-3.31	Materials management	6
		MBA-3.32	Total quality management	6
		MBA-3.33	Logistic and supply chain management	6
		MBA-3.34	Production planning and control	6
Optional Group-Marketing	Third Semester	MBA-3.41	Advertising and brand management	6
		MBA-3.42	Consumer behavior	6
		MBA-3.43	International marketing	6
		MBA-3.44	Industrial & service marketing	6

Optional Group- IT	MBA-3.51	Computer fundamentals and its organization	6	
	MBA-3.52	Web technology	6	
	MBA-3.53	Software engineering management	6	
	MBA-3.54	Data base management system	6	
Credits of Third Semester			36	
Compulsory Core Course	Fourth Semester	MBA-4.1	Entrepreneurship development	6
		MBA-4.2	Strategic management & business policy	6
		MBA-4.3	Operations research	6
		MBA-4.4	Business ethics and corporate governance	6
		MBA-4.5	Industrial Training and Report Submission	6
		MBA-4.6	Comprehensive Viva-voce	6
Credits of Fourth Semester			36	
Total Credits			144	

INFORMATION RELATED TO MBA PROGRAM:

- A. The students have to complete a total of 24 papers of 144 credits including a project report work.
- B. The duration of the MBA program is **Min. 2 years** and **Max. 4 years**.
- C. **Re-registration** : Only for one year after 4 years maximum duration
- D. The entire program has been divided into four semesters. For 1st, 2nd & 4th semester all papers are compulsory where as in the 3rd semester a student has to take any set of 4 elective papers together with two compulsory papers as mentioned in the above table
- E. **Industrial Training Report:** In the 4th semester a student has to submit a report on any corporate/ industrial issue with following important considerations-
 - E1. Student need to fulfill **Project Information Proposal (PIP)** which will consist of Student Details, Guide/ Supervisor Details and Project Topic to seek approval from the University and send it to mba_uprtou123@rediffmail.com
 - E2. The Guide/ Supervisor for the above point E can be any MBA or equivalent (P.G Degree) qualified person from the industry or academia with sufficient experience in the respective field.
 - E3. **The Industrial Training Report must contain following contents.**
 - a. Company/ Organization/ Institution Profile
 - b. Objective of the Training
 - c. Research Methodology
 - d. Introduction about the research problem
 - e. Questionnaire
 - f. Analysis (using various statistical tools and diagrammatic representation etc.)
 - g. Findings & Conclusion
 - h. Recommendations
 - i. Bibliography
 - E4. The Industrial Training Report must contain a covering page mentioning the title of the study, university name & logo, Name and enrollment of the student & Name and organization of the supervisor with their respective signatures.
- F. The evaluation of every paper shall be in two parts that is 30% internal marks through writing assignment papers at home, uploaded in university website within a given time framework

(Students will submit their semester assignments in prescribed copies to department (SOMS) at Prayagraj and 70% external marks through terminal examinations in examination centers nearby you, which is notified by university before the commencement of semester examination.

- G.** For more clarification on any of the processes, regulations and guidelines mentioned in above points, Students can refer the printed brochure issued by the administrative authorities of the university .
- H.** The candidate shall be awarded First Division on securing 60% marks or more, Second division on Securing 50% marks or more and failed on securing less than 50 % marks.
- I.** There shall be counseling sessions for each paper in each semester as notified by the School of Management Studies at headquarter only.