

# Guru Jambheshwar University of Science & Technology, Hisar-Haryana (India)

## Directorate of Distance Education The Courses and Their Structure

### The candidates may note that

- i) In all the Programmes 30% of the Maximum marks will be allocated for internal assessment in each theory paper based on two assignments (handwritten) of 15% marks each.
- ii) There will be one section of 7-10 short answer type questions carrying 50% weightage of the maximum marks in the question papers.

### Course Code : 06

### MASTER OF BUSINESS ADMINISTRATION (MBA)

Master of Business Administration programme has been designed to cater to the senior level management requirements of the industry. After successful completion of first year, the students shall be awarded Post Graduate Diploma in Business Administration (PGDBA) and after successful completion of the entire course, the students shall be awarded the degree of Master of Business Administration (MBA). The Diploma will, however, be awarded, in case the students do not continue their studies till the completion of their MBA degree and wish to drop out after passing all the papers of the final year.

### COURSE STRUCTURE

| MBA I Year (Semester I) |   |            | MBA I Year (Semester II) |                                       |            |
|-------------------------|---|------------|--------------------------|---------------------------------------|------------|
| Paper Code              | Nomenclature of Paper                           | Max. Marks | Paper Code               | Nomenclature of Paper                 | Max. Marks |
| CP-101                  | Management Process and Organizational Behaviour | 100        | CP-201                   | Human Resource Management             | 100        |
| CP-102                  | Managerial Economics                            | 100        | CP-202                   | Financial Management                  | 100        |
| CP-103                  | Environment Management                          | 100        | CP-203                   | Marketing Management                  | 100        |
| CP-104                  | Accounting for Managers                         | 100        | CP-204                   | Productions and Operations Management | 100        |
| CP-105                  | Business Communication                          | 100        | CP-205                   | Statistical Analysis                  | 100        |
| CP-106                  | Computer Applications in Management             | 100        | CP-206                   | Research Methodology                  | 100        |

During Second year, in addition to compulsory papers a student will have to opt one Specialization area comprising four papers in each of the third and fourth semesters.

| MBA II Year (Semester III) |   |            | MBA II Year (Semester IV) |   |            |
|----------------------------|---|------------|---------------------------|---|------------|
| Paper Code                 | Nomenclature of Paper   | Max. Marks | Paper Code                | Nomenclature of Paper   | Max. Marks |
| CP-301                     | Business Policy and Strategic Analysis  | 100        | CP-401                    | Human Resource Management                                       | 100        |
| CP-302                     | Business Legislation (Plus all the four papers from any one area of specialization) | 100        | CP-601                    | Comprehensive Viva-Voce (Including Viva-Voce on Project Report) | 100        |
| CP-501                     | Project Report (Internship Based)   | 100        | -                         | -   | -          |

#### NOTE:

Project Report (Internship Based) : The students will have to undergo a six months internship in any public/ private /co-operative organization or any institution where the candidate is employed. The internship training will be started just after the completion of theory exam of IV Semester. The Project Report may be submitted upto 31st of January. Period of project report writing will be considered as part of internship period.

#### MBA with One Additional Specialization

MBA with one Additional Specialization is a one year programme with maximum duration of three years consisting of two semesters i.e., 3rd and 4th Semester.

#### LIST OF PAPERS OF VARIOUS SPECIALIZATION AREAS

##### FINANCE

| Semester III |   |            | Semester IV |   |            |
|--------------|---|------------|-------------|---|------------|
| Paper Code   | Nomenclature of Paper                       | Max. Marks | Paper Code  | Nomenclature of Paper                     | Max. Marks |
| FM-303       | Corporate Taxation                          | 100        | FM-404      | Management of Financial Services          | 100        |
| FM-304       | Security Analysis and Investment Management | 100        | FM-405      | Project Planning, Analysis and Management | 100        |
| FM-305       | Management of Financial Institutions        | 100        | FM-406      | International Financial Management        | 100        |
| FM-306       | Principles of Insurance                     | 100        | FM-407      | Financial Derivatives and Banking         | 100        |

##### MARKETING

| Semester III |                        |            | Semester IV |                              |            |
|--------------|------------------------|------------|-------------|------------------------------|------------|
| Paper Code   | Nomenclature of Paper  | Max. Marks | Paper Code  | Nomenclature of Paper        | Max. Marks |
| MM-307       | Advertising Management | 100        | MM-408      | Product and Brand Management | 100        |
| MM-308       | Sales Management       | 100        | MM-409      | E-Commerce                   | 100        |
| MM-309       | Consumer Behaviour     | 100        | MM-410      | International Marketing      | 100        |

|        |                 |     |        |                       |     |
|--------|-----------------|-----|--------|-----------------------|-----|
| MM-310 | Rural Marketing | 100 | MM-411 | Marketing of Services | 100 |
|--------|-----------------|-----|--------|-----------------------|-----|

## ORGANIZATIONAL BEHAVIOUR AND HRD

| Semester III |  |            | Semester IV |   |            |
|--------------|--|------------|-------------|---|------------|
| Paper Code   | Nomenclature of Paper                      | Max. Marks | Paper Code  | Nomenclature of Paper                               | Max. Marks |
| OBH-311      | Management of Industrial Relations         | 100        | OBH-412     | Management Training and Development                 | 100        |
| OBH-312      | Management Interpersonal and Group Process | 100        | OBH-413     | Organizational Change and Intervention Strategies   | 100        |
| OBH-313      | Human Resources Planning and Development   | 100        | OBH-414     | Human Resource Development : Strategies and Systems | 100        |
| OBH-314      | Organizational Effectiveness and Change    | 100        | OBH-415     | Cross Cultural and Global Management                | 100        |

## INTERNATIONAL BUSINESS

| Semester III |   |            | Semester IV |                                    |            |
|--------------|---|------------|-------------|------------------------------------|------------|
| Paper Code   | Nomenclature of Paper                                 | Max. Marks | Paper Code  | Nomenclature of Paper              | Max. Marks |
| IB-315       | International Business Environment                    | 100        | IB-416      | International Financial Management | 100        |
| IB-316       | Export Import-Procedures, Documentation and Logistics | 100        | IB-417      | International Marketing            | 100        |
| IB-317       | India's Foreign Trade and Policy                      | 100        | IB-418      | Global Human Resource Management   | 100        |
| IB-318       | Foreign Exchange Management                           | 100        | IB-419      | E-Commerce                         | 100        |

## INFORMATION TECHNOLOGY

| Semester III |                                   |            | Semester IV |                                       |            |
|--------------|-----------------------------------|------------|-------------|---------------------------------------|------------|
| Paper Code   | Nomenclature of Paper             | Max. Marks | Paper Code  | Nomenclature of Paper                 | Max. Marks |
| ITM-319      | Management Support System         | 100        | ITM-420     | ERP                                   | 100        |
| ITM-320      | System Analysis and Design        | 100        | ITM-421     | RDBMS and SQL Concepts                | 100        |
| ITM-321      | Database Management               | 100        | ITM-422     | Applications Development Using Oracle | 100        |
| ITM-322      | Internet Programme for E-Commerce | 100        | ITM-423     | E-CRM                                 | 100        |