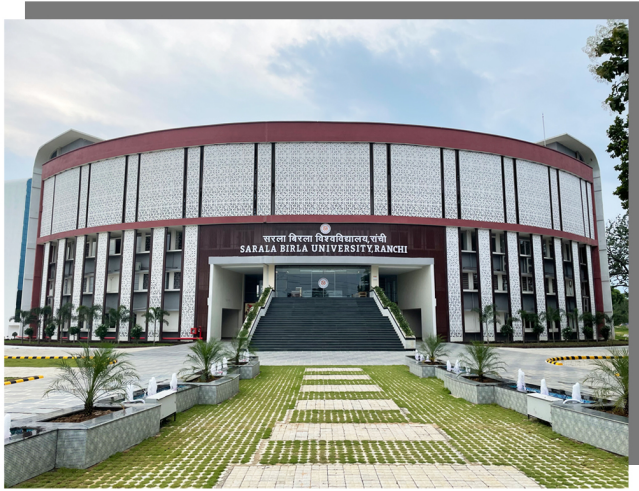


Program Structure And Syllabus

Master of Business Administration (MBA) (Scheme - 2020-2022)



Sarala Birla University

Birla Knowledge City, Village - Ara, P.O. - Mahilong,
P.S. - Tatisilwai, Dist - Ranchi - 835103 Jharkhand

www.sbu.ac.in

Sarala Birla University, Ranchi

Our Vision

To build an egalitarian global society based on national integrity, equality, social justice, secularism, freedom & fraternity, international understanding and scientific approach to the problems of the society, as enshrined in the constitution of India through various modes of teaching-learning process and supported by curricular and co-curricular activities.

Our Mission

To Develop Well-Motivated Global Leaders Who Will Be Intellectually Competent, Morally Upright, Socially Committed, Spiritually Inspired And 'स्वान्तः सुखाय' To Propagate The Philosophy Of 'वसुधैव कुटुम्बकम्'.

Faculty of Commerce & Management

Vision

To become a center of excellence with global presence by producing recognized ethical leaders

Mission

To develop and sustain excellence in the area of teaching and research and to inspire and empower the students to become socially responsible entrepreneurs, academicians and worthy management professionals.

Sarala Birla University Ranchi



CURRICULUM FOR POSTGRADUATE DEGREE COURSE

**Master of Business Administration
(Based on UGC-CBCS)**

Effective from 2020-21

SARALA BIRLA UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Structure of MBA Programme for 2 years

S.No	Type of Subject	Total Credits
1	Core Course	62
2	Skill-Enhancement Course (SEC)	13
3	Generic Elective (GE)	8
4	Ability Enhancement Compulsory Course (AECC)	3
5	Major Group	24
6	Minor Group	8
7	Breadth Course	4
	Total	122
	Total Credits during Semester I	28
	Total Credits during Semester II	28
	Total Credits during Semester III	33
	Total Credits during Semester IV	33
	Total Credits during 2 years	122

Rules regarding Major and Minor Elective Papers

Two groups (One Major and one Minor) from the available electives are to be selected at the commencement of MBA- Semester III

The elective groups in the semester IV will remain the same as the ones selected in semester III. Once a group has been selected, no change in selected group will be allowed later.

While the three papers of selected major group and one paper of selected minor group will be taught in Semester III, the next three papers of selected major group and second paper of selected minor group will be taught in Semester IV.

SARALA BIRLA UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Structure of MBA Programme for 2 years

S.No	Semester	Total Credits	Total Classes per week	Total Internal Assessment marks	Total External Assessment marks	Total
1	I	28	32	240	510	750
2	II	28	32	240	510	750
3	III	33	32	315	585	900
4	IV	33	32	315	585	900
Total		122	128	1110	2190	3300

Rules regarding Major and Minor Elective Papers

Two groups (One Major and one Minor) from the available electives are to be selected at the commencement of MBA- Semester III

The elective groups in the Semester IV will remain the same as the ones selected in Semester III. Once a group has been selected, no changes in the selected groups will be allowed later.

While the three papers of selected major group and one paper of selected minor group will be taught in Semester III, the next three papers of selected major group and second paper of selected minor group will be taught in Semester IV.

SARALA BIRLA UNIVERSITY

MBA

PROGRAMME STRUCTURE [SEMESTER -I]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hours
				IA	EA	Total	
MBA-1101	Organisation Behaviour	4	Core	30	70	100	3
MBA-1102	Accounting for Managers	4	Core	30	70	100	3
MBA-1103	Business Environment	4	Core	30	70	100	3
MBA-1104	Marketing Management	4	Core	30	70	100	3
MBA-1105	Total Quality Management	4	Core	30	70	100	3
MBA-1106	Business Research Methods	4	GE	30	70	100	3
MBA-1107	Business Communication	3	AECC	30	70	100	3
Lab/Practical							
MBA-1108P	Business Modelling using Excel	1	SEC	30	20	50	
Non-Credit Mandatory Course							
MBA-1109	Personality Development & Soft Skills-I	0	SEC	0	0	0	
Total Credits [Semester - I]		28		240	510	750	
Core Course			20				
Ability Enhancement Compulsory Course (AECC)			3				
Generic Elective [GE]			4				
Skill-Enhancement Course (SEC)			1				
Total			28				

SARALA BIRLA UNIVERSITY

MBA

Distribution of credits and total classes per week

Semester -I

Course Code	Course Title	Course Type	Course Credits				Classes Per Week
			Lecture	Tutorial	Practical	Total	
Theory							
MBA-1101	Organisation Behaviour	Core	3	1	0	4	4
MBA-1102	Accounting for Managers	Core	3	1	0	4	4
MBA-1103	Business Environment	Core	3	1	0	4	4
MBA-1104	Marketing Management	Core	3	1	0	4	4
MBA-1105	Total Quality Management	Core	3	1	0	4	4
MBA-1106	Business Research Methods	GE	3	1	0	4	4
MBA-1107	Business Communication	AECC	3	0	0	3	3
Lab/Practical							
MBA-1108P	Business Modelling using Excel	SEC	0	0	1	1	2
Non-Credit Mandatory Course							
MBA-1109	Personality Development & Soft Skills-I	SEC	-	-	-	-	3
						28	32
Total Credits [Semester -I]				28			
Total Lectures per week				21			
Total Tutorial per week				6			
Total Lab/Practical classes per week				2			
Total Classes per week [Semester -I]				32			

SARALA BIRLA UNIVERSITY

MBA

PROGRAMME STRUCTURE [SEMESTER -II]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hours
				IA	EA	Total	
MBA-1201	Human Resource Management	4	Core	30	70	100	3
MBA-1202	Management Accounting	4	Core	30	70	100	3
MBA-1203	Financial Management	4	Core	30	70	100	3
MBA-1204	Operations Research	4	Core	30	70	100	3
MBA-1205	Managerial Economics	4	Core	30	70	100	3
MBA-1206	Production and Operation Management	4	GE	30	70	100	3
MBA-1207	Management of Information System	3	SEC	30	70	100	3
Lab/Practical							
MBA-1208P	Computer Application in Business Lab	1	SEC	30	20	50	
Non-Credit Mandatory Course							
MBA-1209	Personality Development & Soft Skills-II	0	SEC	0	0	0	
Total Credits [Semester - II]		28		240	510	750	
Core Course			20				
Skill-Enhancement Course [SEC]			4				
Generic Elective [GE]			4				
Total			28				

SARALA BIRLA UNIVERSITY

MBA

Distribution of credits and total classes per week

Semester -II

Course Code	Course Title	Course Type	Course Credits				Classes Per Week
			Lecture	Tutorial	Practical	Total	
Theory							
MBA-1201	Human Resource Management	Core	3	1	0	4	4
MBA-1202	Management Accounting	Core	3	1	0	4	4
MBA-1203	Financial Management	Core	3	1	0	4	4
MBA-1204	Operations Research	Core	3	1	0	4	4
MBA-1205	Managerial Economics	Core	3	1	0	4	4
MBA-1206	Production and Operation Management	GE	3	1	0	4	4
MBA-1207	Management of Information System	SEC	3	0	0	3	3
Lab/Practical							
MBA-1208P	Computer Application in Business Lab	SEC	0	0	1	1	2
Non-Credit Mandatory Course							
MBA-1209	Personality Development & Soft Skills-II	SEC	-	-	-	-	3
Total						28	32
Total Credits [Semester -II]				28			
Total Lectures per week				21			
Total Tutorial per week				6			
Total Lab/Practical classes per week				2			
Total Classes per week [Semester -II]				32			

SARALA BIRLA UNIVERSITY

MBA

PROGRAMME STRUCTURE [SEMESTER -III]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hours
				IA	EA	Total	
MBA-2301	Legal Aspects of Business	4	Core	30	70	100	3
MBA-2302	Business Analytics	4	Core	30	70	100	3
MBA-2303	Entrepreneurship	3	Core	30	70	100	3
Annexure- 3	Foreign Language-I	2	Breadth Course	30	70	100	2
Annexure- 1	Major Group (Paper I)	4	Major	30	70	100	3
Annexure- 1	Major Group (Paper II)	4	Major	30	70	100	3
Annexure- 1	Major Group (Paper III)	4	Major	30	70	100	3
Annexure- 2	Minor Group (Paper I)	4	Minor	30	70	100	3
MBA-P2304	Summer Internship	4	SEC	75	25	100	
Non-Credit Mandatory Course							
MBA-2305	Personality Development & Soft Skills-III	0	SEC	0	0	0	
Total Credits (Semester-III)		33		315	585	900	
Core Course			11				
Major Course			12				
Minor Course			4				
Skill-Enhancement Course (SEC)			4				
Breadth Course			2				
Total			33				

SARALA BIRLA UNIVERSITY

MBA

Distribution of credits and total classes per week

Semester -III

Course Code	Course Title	Course Type	Course Credits				Classes Per Week
			Lecture	Tutorial	Practical / Project	Total	
Theory							
MBA-2301	Legal Aspects of Business	Core	3	1	0	4	4
MBA-2302	Business Analytics	Core	3	1	0	4	4
MBA-2303	Entrepreneurship	Core	3	0	0	3	3
Annexure- 3	Foreign Language-I	Breadth Course	2	0	0	2	2
Annexure- 1	Major Group (Paper I)	Major	3	1	0	4	4
Annexure- 1	Major Group (Paper II)	Major	3	1	0	4	4
Annexure- 1	Major Group (Paper III)	Major	3	1	0	4	4
Annexure- 2	Minor Group (Paper I)	Minor	3	1	0	4	4
MBA-P2304	Summer Internship	SEC	0	0	4	4	-
Non-Credit Mandatory Course							
MBA-2305	Personality Development & Soft Skills-III	SEC	-	-	-	-	3
Total						33	32
Total Credits [Semester -III]				33			
Total Lectures per week				23			
Total Tutorial per week				6			
Total Lab /Practical classes per week				0			
Total Classes per week [Semester -III]				32			

SARALA BIRLA UNIVERSITY

MBA

Programme Structure (Semester - IV)

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hours
				IA	EA	Total	
MBA-2401	Strategic Management	4	Core	30	70	100	3
MBA-2402	International Business Management	4	Core	30	70	100	3
MBA-2403	Corporate Governance and Business Ethics	3	Core	30	70	100	3
Annexure- 3	Foreign Language-II	2	Breadth Course	30	70	100	2
Annexure- 1	Major Group (Paper IV)	4	Major	30	70	100	3
Annexure- 1	Major Group (Paper V)	4	Major	30	70	100	3
Annexure- 1	Major Group (Paper VI)	4	Major	30	70	100	3
Annexure- 2	Minor Group (Paper II)	4	Minor	30	70	100	3
MBA-P2404	Minor Project	4	SEC	75	25	100	
Non-Credit Mandatory Course							
MBA-2405	Personality Development & Soft Skills-IV	0	SEC	0	0	0	
Total Credits (Semester-IV)		33		315	585	900	
Core Course		11					
Major Course		12					
Minor Course		4					
Breadth Course		2					
Skill-Enhancement Course (SEC)		4					
TOTAL		33					

SARALA BIRLA UNIVERSITY

MBA

Distribution of credits and total classes per week

Semester -IV

Course Code	Course Title	Course Type	Course Credits				Classes Per Week
			Lecture	Tutorial	Practical/ Project	Total	
Theory							
MBA-2401	Strategic Management	Core	3	1	0	4	4
MBA-2402	International Business Management	Core	3	1	0	4	4
MBA-2403	Corporate Governance and Business Ethics	Core	3	0	0	3	3
Annexure- 3	Foreign Language-II	Breadth Course	2	0	0	2	2
Annexure- 1	Major Group (Paper IV)	Major	3	1	0	4	4
Annexure- 1	Major Group (Paper V)	Major	3	1	0	4	4
Annexure- 1	Major Group (Paper VI)	Major	3	1	0	4	4
Annexure- 2	Minor Group (Paper II)	Minor	3	1	0	4	4
MBA-P2404	Minor Project	SEC	0	0	4	4	-
Non-Credit Mandatory Course							
MBA-2405	Personality Development & Soft Skills-IV	SEC	-	-	-	-	3
Total						33	32
Total Credits [Semester -IV]				33			
Total Lectures per week				23			
Total Tutorial per week				6			
Total Lab classes per week				0			
Total Classes per week [Semester -IV]				32			

SARALA BIRLA UNIVERSITY

MBA

List of Elective Papers

ANNEXURE-1

MAJOR GROUPS

Group 'A': FINANCE

3rd Semester (Any three)

Course Code	Course Title
MBA-F2311	Corporate Taxation
MBA-F2312	Management of Financial Derivatives
MBA-F2313	Banking & Insurance
MBA-F2314	Security Analysis and Portfolio Management
MBA-F2315	Project Appraisal & Finance
MBA-F2316	Personal Finance & Wealth Management

4th Semester(Any three)

MBA-F2411	International Financial Management
MBA-F2412	Risk Management
MBA-F2413	Financial Reporting
MBA-F2414	International Taxation
MBA-F2415	Financial Engineering
MBA-F2416	Strategic Finance

Group 'B': MARKETING

3rd Semester (Any three)

MBA-M2321	Consumer Behaviour
MBA-M2322	Integrated Marketing Communication
MBA-M2323	Services Marketing

MBA-M2324	Sales and Distribution Management
MBA-M2325	Digital Marketing
MBA-M2326	Customer Relationship Management
4th Semester (Any three)	
MBA-M2421	International Marketing
MBA-M2422	Industrial Marketing
MBA-M2423	Retail Management
MBA-M2424	Brand Management
MBA-M2425	Logistics & Supply Chain Management
MBA-M2426	Rural Marketing
Group 'C': HUMAN RESOURCE MANAGEMENT	
3rd Semester (Any three)	
MBA-H2331	Industrial Relations
MBA-H2332	Training and Development
MBA-H2333	Performance Management
MBA-H2334	Cross Cultural and Global Management
MBA-H2335	Compensation Management
MBA-H2336	Individual and Group Behaviour
4th Semester (Any three)	
MBA-H2431	International Human Resource Management
MBA-H2432	Labour Law
MBA-H2433	Organizational Development & Change Management
MBA-H2434	Strategic Human Resource Management
MBA-H2435	Talent & Knowledge Management
MBA-H2436	Negotiation, Persuasion and Social Influence Skills

SARALA BIRLA UNIVERSITY

MBA

List of Elective Papers

ANNEXURE-2

MINOR GROUPS

Group 'A': FINANCE

3rd Semester (Any one)

Course Code	Course Title
MBA-F2313	Banking & Insurance
MBA-F2314	Security Analysis and Portfolio Management

4th Semester(Any one)

MBA-F2411	International Financial Management
MBA-F2412	Risk Management

Group 'B': MARKETING

3rd Semester (Any one)

MBA-M2321	Consumer Behaviour
MBA-M2325	Digital Marketing

4th Semester (Any one)

MBA-M2423	Retail Management
MBA-M2424	Brand Management

Group 'C': HUMAN RESOURCE MANAGEMENT

3rd Semester (Any one)

MBA-H2332	Training and Development
MBA-H2333	Performance Management

4th Semester (Any one)

MBA-H2432	Labour Law
MBA-H2433	Organizational Development &Change Management

SARALA BIRLA UNIVERSITY

MBA

List of Breadth Course Paper

ANNEXURE-3

3rd Semester (Any One)

MBA-FB2303

French-I

MBA-GB2303

German-I

4th Semester (Any One)

MBA-FB2404

French-II

MBA-GB2404

German-II

SARALA BIRLA UNIVERSITY

MBA

LIST OF CORE PAPERS

COURSE CODE

COURSE TITLE

1st Semester

MBA-1101

Organisation Behaviour

MBA-1102

Accounting for Managers

MBA-1103

Business Environment

MBA-1104

Marketing Management

MBA-1105

Total Quality Management

2nd Semester

MBA-1201

Human Resource Management

MBA-1202

Management Accounting

MBA-1203

Financial Management

MBA-1204

Operations Research

MBA-1205

Managerial Economics

3rd Semester

MBA-2301

Legal Aspects of Business

MBA-2302

Business Analytics

MBA-2303

Entrepreneurship

4th Semester

MBA-2401

Strategic Management

MBA-2402

International Business Management

MBA-2403

Corporate Governance and Business Ethics

SARALA BIRLA UNIVERSITY

MBA

LIST OF SKILL- ENHANCEMENT (SEC) PAPERS

COURSE CODE

COURSE TITLE

1st Semester

MBA-1108P

Business Modelling using Excel

MBA-1109

Professional Development & Soft Skills-I

2nd Semester

MBA-1207

Management of Information System

MBA-1208P

Computer Application in Business Lab

MBA-1209

Professional Development & Soft Skills-II

3rd Semester

MBA-P2304

Summer Internship

MBA-2305

Professional Development & Soft Skills-III

4th Semester

MBA-P2404

Minor Project

MBA-2405

Professional Development & Soft Skills-IV

SARALA BIRLA UNIVERSITY

MBA

Ability Enhancement Compulsory Course (AECC)

COURSE CODE

COURSE TITLE

1st Semester

MBA-1107

Business Communication