

# **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**

**MBA – Semester I -IV  
Master of Business Administration**

**(Based on UGC-CBCS)**

**Effective from 2019- 2021**

# SARALA BIRLA UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

### Structure of MBA Course for 2 years

S.No	Type of Subject	Total Credits
1	Core Course	52
2	Skill-Enhancement Elective Course (SEC)	12
3	General Elective (GE)	6
4	Ability Enhancement Compulsory Course (AECC)	5
5	Major Group	24
6	Minor Group	8
7	Breadth Course	4
	<b>Total</b>	<b>111</b>
	Total Credits during Semester I	27
	Total Credits during Semester II	26
	Total Credits during Semester III	28
	Total Credits during Semester IV	30
	<b>Total Credits during 2 years</b>	<b>111</b>

#### 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 Course for 2 years

S.No	Semester	Total Credits	Total Classes per week	Total Internal Assessment marks	Total External Assessment marks	Total
1	I	27	28	240	510	750
2	II	26	29	285	465	750
3	III	28	28	240	560	800
4	IV	30	34	285	515	800
<b>Total</b>		<b>111</b>	<b>119</b>	<b>1050</b>	<b>2050</b>	<b>3100</b>

### 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	Management and Organisation Behaviour	4	Core	30	70	100	3
MBA-1102	Business Economics	4	Core	30	70	100	3
MBA-1103	Financial Accounting and Analysis	4	Core	30	70	100	3
MBA-1104	Business Statistics	4	Core	30	70	100	3
MBA-1105	Business Law and Ethics	4	Core	30	70	100	3
Annexure-1	Open Elective-I	3	GE	30	70	100	3
MBA-1107	Business Communication	3	AECC	30	70	100	3
<b>Lab/Practical</b>							
MBA-1111P	IT Tools for Business – I Lab	1	SEC	30	20	50	
<b>Total Credits [Semester - I]</b>		<b>27</b>		<b>240</b>	<b>510</b>	<b>750</b>	
<b>Core Course</b>				<b>20</b>			
<b>Ability Enhancement Compulsory Course (AECC)</b>				<b>3</b>			
<b>General Elective [GE]</b>				<b>3</b>			
<b>Skill-Enhancement Elective Course (SEC)</b>				<b>1</b>			
<b>Total</b>				<b>27</b>			

# 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	
<b>Theory</b>							
MBA-1101	Management and Organisation Behaviour	Core	3	1	0	4	4
MBA-1102	Business Economics	Core	3	1	0	4	4
MBA-1103	Financial Accounting and Analysis	Core	3	1	0	4	4
MBA-1104	Business Statistics	Core	3	1	0	4	4
MBA-1105	Business Law and Ethics	Core	3	1	0	4	4
Annexure-1	Open Elective -I	GE	3	0	0	3	3
MBA-1107	Business Communication	AECC	3	0	0	3	3
<b>Lab/Practical</b>							
MBA-1111P	IT Tools for Business – I Lab	SEC	0	0	1	1	2
<b>Total Credits [Semester -I]</b>						27	28
Total Lectures per week				21			
Total Tutorial per week				5			
Total Lab/Practical classes per week				2			
<b>Total Classes per week [Semester -I]</b>				<b>28</b>			

# 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	Marketing Management	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	Entrepreneurship	4	Core	30	70	100	3
Annexure-1	Open Elective -II	3	GE	30	70	100	3
MBA-P1211	Business Project Study Report	2	SEC	75	25	100	
<b>Lab/Practical</b>							
MBA-1212P	IT Tools for Business –II Lab	1	SEC	30	20	50	
<b>Total Credits [Semester - II]</b>		<b>26</b>		<b>285</b>	<b>465</b>	<b>750</b>	
<b>Core Course</b>				<b>20</b>			
<b>Skill-Enhancement Elective Course [SEC]</b>				<b>3</b>			
<b>General Elective [GE]</b>				<b>3</b>			
<b>Total</b>				<b>26</b>			



# 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	
<b>Theory</b>							
MBA-1201	Human Resource Management	Core	3	1	0	4	4
MBA-1202	Marketing Management	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	Entrepreneurship	Core	3	1	0	4	4
Annexure-1	Open Elective -II	GE	3	0	0	3	3
MBA-P1211	Business Project Study Report	SEC	0	0	2	2	4
<b>Lab/Practical</b>							
MBA-1212P	IT Tools for Business –II Lab	SEC	0	0	1	1	2
<b>Total Credits [Semester -II]</b>						26	29
Total Lectures per week				18			
Total Tutorial per week				5			
Total Lab/Practical classes per week				6			
Total Classes per week [Semester -II]				29			

# SARALA BIRLA UNIVERSITY

## MBA

### PROGRAMME STRUCTURE [SEMESTER -III]

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hours
				IA	EA	Total	
<b>Theory</b>							
MBA-2301	Production and Operations Management	4	Core	30	70	100	3
MBA-2302	Management Information Systems	4	Core	30	70	100	3
Annexure- 4	Foreign Language-I	2	Breadth Course	30	70	100	2
MBA-2303	Value and Ethics	2	AECC	30	70	100	2
Annexure- 2	Major Group (Paper I)	4	Major	30	70	100	3
Annexure- 2	Major Group (Paper II)	4	Major	30	70	100	3
Annexure- 2	Major Group (Paper III)	4	Major	30	70	100	3
Annexure- 3	Minor Group (Paper 1)	4	Minor	30	70	100	3
<b>Total Credits (Semester-III)</b>		<b>28</b>		<b>240</b>	<b>560</b>	<b>800</b>	
<b>Core Course</b>				<b>8</b>			
<b>Major</b>				<b>12</b>			
<b>Minor</b>				<b>4</b>			
<b>Ability Enhancement Compulsory Course (AECC)</b>				<b>2</b>			
<b>Breadth Course</b>				<b>2</b>			
<b>Total</b>				<b>28</b>			

# 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	Total	
<b>Theory</b>							
MBA-2301	Production and Operations Management	Core	3	1	0	4	4
MBA-2302	Management Information System	Core	3	1	0	4	4
Annexure- 4	Foreign language -I	Breadth Course	2	0	0	2	2
MBA-2303	Value and Ethics	AECC	2	0	0	2	2
Annexure- 2	Major Group (Paper 1)	Major	3	1	0	4	4
Annexure- 2	Major Group (Paper II)	Major	3	1	0	4	4
Annexure- 2	Major Group (Paper III)	Major	3	1	0	4	4
Annexure- 3	Minor Group (Paper 1)	Minor	3	1	0	4	4
<b>Total Credits [Semester -III]</b>						<b>28</b>	<b>28</b>
Total Lectures per week				22			
Total Tutorial per week				6			
Total Lab /Practical classes per week				0			
Total Classes per week [Semester -III]				28			

# SARALA BIRLA UNIVERSITY

## MBA

### Programme Structure (Semester - IV)

Course Code	Course Title	Course Credit	Course Type	Marks			Exam Duration Hours
				IA	EA	Total	
<b>THEORY</b>							
MBA-2401	Strategic Management	4	Core	30	70	100	3
MBA-2402	Business Environment	4	Core	30	70	100	3
Annexure- 4	Foreign Language-II	2	Breadth Course	30	70	100	2
Annexure- 2	Major Group (Paper IV)	4	Major	30	70	100	3
Annexure- 2	Major Group (Paper V )	4	Major	30	70	100	3
Annexure- 2	Major Group (Paper VI )	4	Major	30	70	100	3
Annexure- 3	Minor Group (Paper II)	4	Minor	30	70	100	3
MBA-P2403	Minor Project	4	SEC	75	25	100	
<b>Total Credits (Semester-IV)</b>		<b>30</b>		<b>285</b>	<b>515</b>	<b>800</b>	
Core Course		8					
Major		12					
Minor		4					
Breadth Course		2					
Skill-Enhancement Elective Course (SEC)		4					
<b>TOTAL</b>		<b>30</b>					

# 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	Total	
<b>Theory</b>							
MBA-2401	Strategic Management	Core	3	1	0	4	4
MBA-2402	Business Environment	Core	3	1	0	4	4
Annexure- 4	Foreign language -II	Breadth Course	2	0	0	2	2
Annexure- 2	Major Group (Paper IV)	Major	3	1	0	4	4
Annexure- 2	Major Group (Paper V)	Major	3	1	0	4	4
Annexure- 2	Major Group (Paper VI)	Major	3	1	0	4	4
Annexure- 3	Minor Group (Paper II)	Minor	3	1	0	4	4
MBA-P2403	Minor Project	SEC	0	0	4	4	8
<b>Total Credits [Semester -IV]</b>						<b>30</b>	<b>34</b>
Total Lectures per week				20			
Total Tutorial per week				8			
Total Lab classes per week				8			
Total Classes per week [Semester -IV]				34			

# SARALA BIRLA UNIVERSITY

## MBA

### LIST OF OPEN ELECTIVE

#### ANNEXURE -1

<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>1st Semester (Any One)</b>	
MBA-1106	Research Methodology
MBA-1108	Project Management
MBA-1109	Technology Management
MBA-1110	Rural Marketing
<b>2nd Semester(Any One)</b>	
MBA-1206	International Business
MBA-1208	Corporate Governance
MBA-1209	Total Quality Management
MBA-1210	Supply Chain Management

# SARALA BIRLA UNIVERSITY

## MBA

### List of Elective Papers

#### ANNEXURE-2

#### MAJOR GROUPS

#### Group 'A': FINANCE

##### 3rd Semester (Any three)

Course Code	Course Title
MBA-F2311	Security Analysis And Portfolio Management
MBA-F2312	Financial Institutions, Markets and Services
MBA-F2313	Strategic Management Accounting
MBA-F2314	Project Appraisal and Financing
MBA-F2315	Financial Services
MBA-F2316	Management of Financial Derivatives

##### 4th Semester(Any three)

MBA-F2411	International Financial Management
MBA-F2412	Strategic Investment and Financing Decisions
MBA-F2413	Risk Management
MBA-F2414	Corporate Taxation
MBA-F2415	Corporate Finance
MBA-F2416	Strategic Cost Management

#### Group 'B': MARKETING

##### 3rd Semester (Any three)

MBA-M2321	Digital Marketing
MBA-M2322	Advertising and Sales Management
MBA-M2323	Consumer Behaviour

MBA-M2324	Brand Management
MBA-M2325	Retail Management
MBA-M2326	Sales Management
<b>4th Semester (Any three)</b>	
MBA-M2421	Customer Relationship Management
MBA-M2422	International Marketing
MBA-M2423	Marketing of Services
MBA-M2424	Industrial Marketing
MBA-M2425	Sales Promotion and Public Relation
MBA-M2426	E-Commerce
<b>Group 'C': HUMAN RESOURCE MANAGEMENT</b>	
<b>3rd Semester (Any three)</b>	
MBA-H2331	Performance Management System
MBA-H2332	Learning and Development
MBA-H2333	Management of Industrial Relations
MBA-H2334	Organisational Change and Development
MBA-H2335	Strategic Human Resource Management
MBA-H2336	Organisational Theory and Design
<b>4th Semester (Any three)</b>	
MBA-H2431	International Human Resource Management
MBA-H2432	Leadership and Change Management
MBA-H2433	Talent and Knowledge Management
MBA-H2434	Organisation Theory and Rewards
MBA-H2435	Individual and Group Behaviour
MBA-H2436	Compensation and Rewards



# SARALA BIRLA UNIVERSITY

## MBA

### List of Elective Papers

#### ANNEXURE-3

#### MINOR GROUPS

#### Group 'A': FINANCE

##### 3rd Semester (Any one)

Course Code	Course Title
MBA-F2311	Security Analysis And Portfolio Management
MBA-F2312	Financial Institutions, Markets and Services

##### 4th Semester(Any one)

MBA-F2412	Strategic Investment and Financing Decisions
MBA-F2413	Risk Management

#### Group 'B': MARKETING

##### 3rd Semester (Any three)

MBA-M2321	Digital Marketing
MBA-M2322	Advertising and Sales Management

##### 4th Semester (Any three)

MBA- M 2421	Customer Relationship Management
MBA- M 2426	E-Commerce

#### Group 'C': HUMAN RESOURCE MANAGEMENT

##### 3rd Semester (Any three)

MBA-H2331	Performance Management System
MBA-H2332	Learning and Development

##### 4th Semester (Any three)

MBA-H2432	Leadership and Change Management
MBA-H2433	Talent and Knowledge Management

# **SARALA BIRLA UNIVERSITY**

## **MBA**

### **List of Breadth Course Paper**

#### **ANNEXURE-4**

#### **SEMESTER-III**

MBA-FB2303	French-I
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MBA-GB2303	German-I
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#### **SEMESTER-IV**

MBA-FB2404	French-II
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MBA-GB2404	German-II
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# SARALA BIRLA UNIVERSITY

## MBA

### LIST OF CORE PAPERS

<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>1st Semester</b>	
MBA-1101	Management and Organisation Behaviour
MBA-1102	Business Economics
MBA-1103	Financial Accounting and Analysis
MBA-1104	Business Statistics
MBA-1105	Business Law and Ethics
<b>2nd Semester</b>	
MBA-1201	Human Resource Management
MBA-1202	Marketing Management
MBA-1203	Financial Management
MBA-1204	Operations Research
MBA-1205	Entrepreneurship
<b>3rd Semester</b>	
MBA-2301	Production and Operations Management
MBA-2302	Management Information System
<b>4th Semester</b>	
MBA-2401	Strategic Management
MBA-2402	Business Environment

# SARALA BIRLA UNIVERSITY

## MBA

### LIST OF SKILL- ENHANCEMENT (SEC) PAPERS

<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>2nd Semester</b>	
MBA-1207	Summer Internship
<b>4th Semester</b>	
MBA-P2403	Minor Project

# **SARALA BIRLA UNIVERSITY**

## **MBA**

### **Ability Enhancement Compulsory Course (AECC)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>1st Semester</b>	
MBA-1107	Business Communication
<b>3rd Semester</b>	
MBA-2303	Value and Ethics