



Bhavan's Vivekananda College
of Science, Humanities and Commerce
(Autonomous College)
(Accredited with 'A' Grade by NAAC)
Sainikpuri, Secunderabad - 500 094

Master of Business Administration
CBCS Pattern 2016-17

1st Semester

(Note: The duration of external examination is 3 hours)

S.No	Subject Code	Subject Name	PPW		Credits	Max Marks		
			TH	PR		TH	PR	CIA
1.	MBA101	Management and Organizational Behaviour	4	-	4	70	-	30
2.	MBA102	Accounting For Management	4	-	4	70	-	30
3	MBA103	Marketing Management	4	-	4	70	-	30
4.	MBA104	Statistics for Management (Use of Excel Practicals)	3	2	4	50	20	30
5.	MBA105	Generic Elective I Managerial Economics Introduction to Information Technology E-Business	4	-	4	70	-	30
6.	MBA106	Generic Elective II Business Law Customer Relationship Management Business Process Re-engineering	4	-	4	70		30
7		Mini Project	2	-	1			Grade
		Total	25	2	25	400	20	180

PPW: Periods per Week

TH: Theory

PR: Practicals

CIA: Continuous Internal Assessment

K. a. e. e.
CHAIRMAN
BOS IN BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD - 500 007. (A.P.)

M. S. Chakravarty
HEAD OF DEPARTMENT
DEPARTMENT OF MANAGEMENT STUDIES
BHAVAN'S VIVEKANANDA COLLEGE
SAINIKPURI, SECUNDERABAD.

2nd Semester

(Note: The duration of external examination is 3 hours)

S.No	Subject Code	Subject Name	PPW		Credits	Max Marks		
			TH	PR		TH	PR	CIA
1.	MBA201	Human Resource Management	4	-	4	70	-	30
2	MBA202	Financial Management	4	-	4	70	-	30
3.	MBA203	Research Methodology	4	-	4	70	-	30
4.	MBA204	Operations Research	4	-	4	70	-	30
5	MBA205	Generic Elective I Operations Management Economic Environment & Policy Sales Management	4		4	70		30
6	MBA206	Generic Elective II Business Communication Financial Markets & Services Decision Support System	4		4	70		30
7	MBA207	Seminar	2		1			Grade
		Total	26	-	25	420		180

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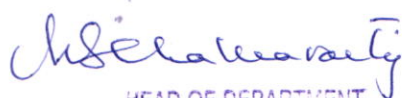
Sainikpuri, Secunderabad – 500094
Autonomous College - Affiliated to Osmania University
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Department of Management Studies

MBA CBCS- 2017-18

MBA II Year I Semester

Code	Course Title	Course Type	PPW	Credits
MBA 301	Total Quality Management	Core	4	4
MBA 302	International Business	Core	4	4
MBA 303 MBA 303.1 MBA 303.2	Interdisciplinary Courses Elements of Marketing Entrepreneurship and New Venture	ID	4	4
MBA 304.1 MBA 305.1 MBA 306.1	Discipline Specific Elective I Security Analysis and Portfolio Management (F) Compensation Management (H) Product and Brand Management (M)	DSE	4	4
MBA 304.2 MBA 305.2 MBA 306.2	Discipline Specific Elective II Strategic Management Accounting (F) Organizational Change and Development (H) Promotion and Distribution Management (M)	DSE	4	4
MBA 304.3 MBA 305.3 MBA 306.3	Discipline Specific Elective III Personal Finance(F) Organizational Psychology (H) Advertising and Sales Promotion (M)	DSE	4	4
Total			24	24


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MBA II Year II Semester

Code	Course Title	Course Type	PPW	Credits
MBA 401	Strategic Management	Core	4	4
MBA 402	Supply Chain Management	Core	4	4
MBA 403	Entrepreneurial Development	Core	4	4
	Discipline Specific Elective I	DSE	4	4
MBA 404.1	Derivatives(F)			
MBA 405.1	Performance and Talent Management (H)			
MBA 406.1	Consumer Behaviour (M)			
	Discipline Specific Elective II	DSE	4	4
MBA 404.2	Banking and Insurance (F)			
MBA 405.2	Labour Laws and Employee Relations (H)			
MBA 406.2	Services & Retail Marketing (M)			
	Discipline Specific Elective III	DSE	4	4
MBA 404.3	Commercial Banking (F)			
MBA 405.3	International Human Resources Management (H)			
MBA 406.3	Retail Management (M)			
MBA 407	Project Work	-	2	1
MBA 408	Comprehensive Viva Voce			1
Total			26	26

Summary

SNo	Semester	PPW		Credits
		Theory	Practical	
1	I	25	2	25
2	II	26		25
3	III	24		24
4	IV	26		26
Total				100


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