

SCHEME OF TEACHING AND EXAMINATION
MASTER OF BUSINESS ADMINISTRATION

I SEMESTER

Subject Code	Title of the Subject	Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
			Lecture	Practical / Field Work / Assignment *	Total		IA	Exam		
16MBA11	Management & Organizational Behaviour	Core Course	3	2	5	3	20	80	100	4
16MBA12	Managerial Economics	Core Course	3	2	5	3	20	80	100	4
16MBA13	Accounting for Managers	Core Course	3	2	5	3	20	80	100	4
16MBA14	Quantitative Methods	Core Course	3	2	5	3	20	80	100	4
16MBA15	Marketing Management	Core Course	3	2	5	3	20	80	100	4
16MBA16	Managerial Communications	Core Course	3	2	5	3	20	80	100	4
	Total		18	12	30		120	480	600	24

* Practical / Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.


PRINCIPAL
Sri Venkateshwara College of Engineering
Vidyanagar, Bengaluru-562 157

Subject Code	Title of the Subject	Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
			Lecture	Practical / Field Work / Assignment *	Total		IA	Exam		
			16MBA21	Human Resource Management	Core Course		3	2		
16MBA22	Financial Management	Core Course	3	2	5	3	20	80	100	4
16MBA23	Research Methods	Core Course	3	2	5	3	20	80	100	4
16MBA24	Business Law and Policy	Core Course	3	2	5	3	20	80	100	4
16MBA25	Strategic Management	Core Course	3	2	5	3	20	80	100	4
16MBA26	Entrepreneurship Development	Core Course	3	2	5	3	20	80	100	4
	Total		18	12	30		120	480	600	24

* Practical / Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.

du

PRINCIPAL

Sri Venkateshwara College of Engineering
Vidyanagar, Bengaluru-562 157

**III SEMESTER
(Core Specialisation)**

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
				Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
Marketing	Finance	Human Resource									
16MBAMM301	16MBAFM301	16MBAHR301	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM302	16MBAFM302	16MBAHR302	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM303	16MBAFM303	16MBAHR303	Elective	3	2	5	3	20	80	100	3
16MBAMM304	16MBAFM304	16MBAHR304	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM305	16MBAFM305	16MBAHR305	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM306	16MBAFM306	16MBAHR306	Elective	3	2	5	3	20	80	100	3
16MBAIN307			Internship *	0	8	8	-	50	50	100	4
			Industrial Visit	0	0	0	0	0	00	00	0
				18	12	30		120	480	700	22

* Internship will be carried out by students after second semester during vacation and the report submitted by the students will be assessed internally during the third semester. Total number of teaching hours per week is excluding internship workload.

** Practical / Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.
Industrial visit is a mandatory activity with zero credits

PRINCIPAL
Sri Venkateshwara College of Engineering
Vidyanagar, Bengaluru-562 157

**III SEMESTER
(Core Specialisation Subjects)**

Marketing Specialisation		Finance Specialisation		Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
16MBAMM301	Consumer Behavior	16MBAFM301	Principles & Practices of Banking	16MBAHR301	Industrial Relations & Legislations
16MBAMM302	Retail Management	16MBAFM302	Investment Banking & Financial Services	16MBAHR302	Recruitment & Selection
16MBAMM303	Services Marketing	16MBAFM303	Investment Management	16MBAHR303	Compensation & Benefits
16MBAMM304	Marketing Research	16MBAFM304	Advanced Financial Management	16MBAHR304	Learning & Development
16MBAMM305	Business Marketing	16MBAFM305	Cost Management	16MBAHR305	Knowledge Management
16MBAMM306	Supply Chain Management	16MBAFM306	Strategic Credit Management	16MBAHR306	Conflict & Negotiation Management

III SEMESTER (Dual Specialisation)

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
Marketing & Finance	Finance & HR	HR & Marketing		Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
16MBAMM301	16MBAFM301	16MBAHR301	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM302	16MBAFM302	16MBAHR302	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM303	16MBAFM303	16MBAHR303	Elective	3	2	5	3	20	80	100	3
16MBAFM301	16MBAHR301	16MBAMM301	Foundation Course	3	2	5	3	20	80	100	3
16MBAFM302	16MBAHR302	16MBAMM302	Foundation Elective	3	2	5	3	20	80	100	3
16MBAFM303	16MBAHR303	16MBAMM303	Elective	3	2	5	3	20	80	100	3
16MBAIN307			Internship *	0	8	8	---	50	50	100	4
			Industrial Visit	0	0	0	0	00	00	00	0
				18	12	30		120	480	700	22

* Internship will be carried out by students after second semester during vacation and the report submitted by the students will be assessed internally during the third semester. Total number of teaching hours per week is excluding internship workload.

** Practical / Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.
Industrial visit is a mandatory activity with zero credits

PRINCIPAL
Sri Venkateshwara College of Engineering
Vidyanaagar, Bengaluru-562

**IV SEMESTER
(Core Specialisation)**

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
				Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
Marketing	Finance	Human Resource									
16MBAMM401	16MBAFM401	16MBAHR401	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM402	16MBAFM402	16MBAHR402	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM403	16MBAFM403	16MBAHR403	Elective	3	2	5	3	20	80	100	3
16MBAMM404	16MBAFM404	16MBAHR404	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM405	16MBAFM405	16MBAHR405	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM406	16MBAFM406	16MBAHR406	Elective	3	2	5	3	20	80	100	3
16MBAPR407			Project Work *	0	8	8	---	50	150	200	12
										800	30

* Project work will be carried out after third semester and shall be evaluated during fourth semester. The internal assessment will be made for 50 marks. In the examination, the total marks of 150 shall be allotted as follows: 50 marks each for report evaluation by internal and external examiners respectively and remaining 50 marks for the viva voce examination, jointly assessed by internal and external examiners.

** Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.

PRINCIPAL

Sri Venkateshwar College of Engineering,
Vidyanagar, Bengaluru-562 157

**IV SEMESTER
(Core Specialisation Subjects)**

Marketing Specialisation		Financial Specialisation		Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
16MBAMM401	Sales Management	16MBAFM401	Mergers, Acquisitions & Corporate Restructuring	16MBAHR401	Public relations
16MBAMM402	Integrated Marketing Communication	16MBAFM402	Risk Management and Insurance	16MBAHR402	Workplace Ethics & Value Systems
16MBAMM403	E-Marketing	16MBAFM403	Tax Management	16MBAHR403	International Human Resource Management
16MBAMM404	Strategic Brand Management	16MBAFM404	International Financial Management	16MBAHR404	Organisation Change and Development
16MBAMM405	Rural Marketing	16MBAFM405	Financial Derivatives	16MBAHR405	Strategic Talent Management
16MBAMM406	International Marketing Management	16MBAFM406	Corporate Valuation	16MBAHR406	Personal Growth & Interpersonal Effectiveness

**IV SEMESTER
(Dual Specialisation)**

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
Marketing & Finance	Finance & HR	HR & Marketing		Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
16MBAMM401	16MBAFM401	16MBAHR401	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM402	16MBAFM402	16MBAHR402	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM403	16MBAFM403	16MBAHR403	Elective	3	2	5	3	20	80	100	3
16MBAFM401	16MBAHR401	16MEAMM401	Foundation Course	3	2	5	3	20	80	100	3
16MBAFM402	16MBAHR402	16MBAMM402	Foundation Elective	3	2	5	3	20	80	100	3
16MBAFM403	16MBAHR403	16MBAMM403	Elective	3	2	5	3	20	80	100	3
16MBAPR407			Project Work *	0	8	8	---	50	150	200	12
										800	30

- Project work will be carried out after third semester and shall be evaluated during fourth semester. The internal assessment will be made for 50 marks. In the examination, the total marks of 150 shall be allotted as follows: 50 marks each for report evaluation by internal and external examiners respectively and remaining 50 marks for the viva voce examination, jointly assessed by internal and external examiners.

PRINCIPAL

**Sri Venkateshwar College of Engineering
Vidyanaagar, Bengaluru-562 15**

** Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.

**IV SEMESTER
(Dual Specialisation Subjects)**

Marketing & Finance Specialisation		Marketing & Human Resources Specialisation		Finance & Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
16MBAMM401	Sales Management	16MBAMM401	Sales Management	16MBAFM401	Mergers, Acquisitions & Corporate Restructuring
16MBAMM402	Integrated Marketing Communication	16MBAMM402	Integrated Marketing Communication	16MBAFM402	Risk Management and Insurance
16MBAMM403	E-Marketing	16MBAMM403	E-Marketing	16MBAFM403	Tax Management
16MBAFM401	Mergers, Acquisitions & Corporate Restructuring	16MBAHR401	Public relations	16MBAHR401	Public relations
16MBAFM402	Risk Management and Insurance	16MBAHR402	Workplace Ethics & Value Systems	16MBAHR402	Workplace Ethics & Value Systems
16MBAFM403	Tax Management	16MBAHR403	International Human Resource Management	16MBAHR403	International Human Resource Management

Plan of action (proposed)

1. Implementation of CBCS for MBA Programme will be effective from next academic year, i.e., 2016-17
2. Review of Scheme of Teaching and Examinations being finalized
3. Award of Credits for various components of MBA Programme
4. Allotment of marks for the subjects/papers, seminar and summer project.
80:20 patterns of marks for external examination and internal (IA) marks respectively is to be adopted for all the subjects, except Internship, for which the pattern will be 50:50 basis for internal and external assessments respectively.

Question paper for theory examination shall consist of Part A and B as under:

- Part A shall consist of 5 questions subdivided into a, b, c in 3+7+10 mixed pattern
- Part B shall be a *compulsory* question on Case study/ Practical problem for 20 marks (may contain a maximum of 4 sub-questions).

IA Pattern: 20 marks in each subject, comprising of 10 marks for tests and 10 marks for assignments/seminars/practical exercises/quiz/oral exams

21

PRINCIPAL
Sri Venkateshwara College of Engineering
Vidyanagar, Bengaluru-562 157