

## CURRICULUM ASPECTS

### Courses offered

Department of Business Management offers the following programmes:

**a) Bachelor of Business Administration (BBA- Honours)**

This programme offers specialization in three disciplines Marketing, Finance and Human Resource Management.

**b) Master of Business Administration (MBA)**

MBA programme offers the specialization in four disciplines Marketing, Finance, Human Resource Management and Disaster Management.

**c) Doctorate (Ph.D.)**

Department offers the Ph.D. Programme in the management discipline since its inception.

| Course | Seats     |
|--------|-----------|
| MBA    | 60        |
| BBA    | 50        |
| PhD    | As Vacant |

### Statutory body approval:

MBA programme is approved by AICTE.

## AICTE Approval 2021-22

| All India Council for Technical Education<br>(A Statutory body under Ministry of Education, Govt. of India)<br>Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: <a href="http://www.aicte-india.org">www.aicte-india.org</a>                                                                                 |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------|-----------------------------------------------|---------------------------------------|
| APPROVAL PROCESS 2021-22                                                                                                                                                                                                                                                                                                |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| Extension of Approval (EoA)                                                                                                                                                                                                                                                                                             |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| F.No. Central/1-9318066057/2021/EOA                                                                                                                                                                                                                                                                                     |                                                                                                                                                               | Date: 01-Jul-2021         |                                                                                                                                                |                                           |                             |                                               |                                       |
| To,                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| The Principal Secretary<br>(Technical Education) Vallabh Bhawan,<br>1st floor, R. No. 113 Mantralaya,<br>Bhopal-462004                                                                                                                                                                                                  |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| Sub: Extension of Approval for the Academic Year 2021-22                                                                                                                                                                                                                                                                |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| Ref: Application of the Institution for Extension of Approval for the Academic Year 2021-22                                                                                                                                                                                                                             |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| Sir/Madam,                                                                                                                                                                                                                                                                                                              |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education) (1 <sup>st</sup> Amendment) Regulations, 2021 notified on 24th February 2021 and other notifications as applicable and published from time to time, I am directed to convey the approval to |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| Permanent Id                                                                                                                                                                                                                                                                                                            | 1-33849801                                                                                                                                                    | Application Id            | 1-9318066057                                                                                                                                   |                                           |                             |                                               |                                       |
| Name of the Institution /University                                                                                                                                                                                                                                                                                     | FACULTY OF MANAGEMENT STUDIES                                                                                                                                 | Name of the Society/Trust | DEPARTMENT OF BUSINESS MANAGEMENT                                                                                                              |                                           |                             |                                               |                                       |
| Institution /University Address                                                                                                                                                                                                                                                                                         | FACULTY OF MANAGEMENT STUDIES<br>DEPARTMENT OF BUSIENSS MANAGEMENT<br>DR. HARI SINGH GOUR UNIVERSITY<br>SAGAR (M.P.), SAGAR, SAGAR,<br>Madhya Pradesh, 470003 | Society/Trust Address     | DEPARTMENT OF BUSINESS MANAGEMENT DR.HARI SINGH GOUR CENTRAL UNIVERSITY SAGAR AT NEEPAL PALACE SAGAR (M.P.),SAGAR,SAGAR, Madhya Pradesh,470003 |                                           |                             |                                               |                                       |
| Institution /University Type                                                                                                                                                                                                                                                                                            | Central University                                                                                                                                            | Region                    | Central                                                                                                                                        |                                           |                             |                                               |                                       |
| To conduct following Programs / Courses with the Intake indicated below for the Academic Year 2021-22                                                                                                                                                                                                                   |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| Program                                                                                                                                                                                                                                                                                                                 | Level                                                                                                                                                         | Course                    | Affiliating Body (University /Body)                                                                                                            | Intake Approved for 2020-21               | Intake Approved for 2021-22 | NRI Approval Status                           | FN / Gulf quota/ OCI/ Approval Status |
| MANAGEMENT                                                                                                                                                                                                                                                                                                              | POST GRADUATE                                                                                                                                                 | MBA(BUSINESS MANAGEMENT)  | Dr. Hari Singh Gour University, Sagar                                                                                                          | 60                                        | 60                          | NA                                            | NA                                    |
| It is mandatory to comply with all the essential requirements as given in APH 2021-22 (Appendix 6)                                                                                                                                                                                                                      |                                                                                                                                                               |                           |                                                                                                                                                |                                           |                             |                                               |                                       |
| Application No:1-9318066057<br>Note: This is a Computer generated Report. No signature is required.<br>Printed By : ae28336651                                                                                                                                                                                          |                                                                                                                                                               |                           |                                                                                                                                                | ALL INDIA COUNCIL FOR TECHNICAL EDUCATION |                             | Page 1 of 3<br>Letter Printed On:16 July 2021 |                                       |

### Scheme of Courses offered: -

#### (a) Admission Procedure:

The admission of students is made on the basis of merit of entrance test conducted in the month of May every year at centers located throughout the country followed by counseling normally in the month of June.



**(b) How to apply:**

This Central University advertises every year for admission in leading National newspapers and in university website ([www.dhsgsu.ac.in](http://www.dhsgsu.ac.in)) normally in the month of January/ February. On line application form for entrance test may be downloaded from the university website. Duly filled form long with self-attested mark sheet of qualifying exam is required to be submitted within a stipulated date and time as directed. For details, kindly visit our website.

**(c) Curriculum Design:**

| Programmes for Which Syllabus Revision Was Carried Out During the Academic Year |              |                  |            |            |
|---------------------------------------------------------------------------------|--------------|------------------|------------|------------|
| Name of Programme                                                               | Program Code | Date of Revision |            |            |
| MBA                                                                             | 4003         | 09/05/2016       | 09/10/2017 | 21/06/2018 |
| BBA                                                                             | 1009         | 09/05/2016       | 09/10/2017 | -          |

**Course Structure: -**

Department of Business Management strictly follows the UGC and AICTE model course curriculum to maintain the uniformity in the course content. Besides the model syllabus prescribed by UGC and AICTE, Department regularly updates its syllabus as per the local needs. Experts from the industry and academics are invited for the consultation of course content.

**a) Bachelor of Business Administration (BBA- Honours)****BBA (Hons.) First Semester**

| S. No. | Course Code   | Title                                | Max. Marks | Credits   | Distribution of Credits |   |   |           |
|--------|---------------|--------------------------------------|------------|-----------|-------------------------|---|---|-----------|
|        |               |                                      |            |           | L                       | T | P | C         |
| 1.     | BUM- AECC-111 | English and Managerial Communication | 100        | 2         | 2                       | 0 | 0 | 2         |
| 2.     | BUM- AECC-112 | Environmental Management             | 100        | 2         | 2                       | 0 | 0 | 2         |
| 3.     | BUM- CC-113   | Principles of Management             | 100        | 4         | 3                       | 1 | 0 | 4         |
| 4.     | BUM- CC-114   | Fundamentals of Accounting           | 100        | 4         | 3                       | 1 | 0 | 4         |
| 5.     | BUM- CC-115   | Business Statistics                  | 100        | 4         | 3                       | 1 | 0 | 4         |
| 6.     | BUM- SEC-116  | Introduction to Computer             | 100        | 2         | 2                       | 0 | 0 | 2         |
|        | <b>Total</b>  |                                      | <b>600</b> | <b>18</b> | -                       | - | - | <b>18</b> |

### BBA (Hons.) Second Semester

| S. No.       | Course Code  | Title                               | Max. Marks | Credits   | Distribution of Credits |   |   |           |
|--------------|--------------|-------------------------------------|------------|-----------|-------------------------|---|---|-----------|
|              |              |                                     |            |           | L                       | T | P | C         |
| 1.           | BUM- CC-211  | Higher Accounting                   | 100        | 4         | 3                       | 1 | 0 | 4         |
| 2.           | BUM- CC-212  | Marketing Management                | 100        | 4         | 3                       | 1 | 0 | 4         |
| 3.           | BUM- CC-213  | Marketing Research                  | 100        | 4         | 3                       | 1 | 0 | 4         |
| 4.           | BUM- CC-214  | Personnel Management                | 100        | 4         | 3                       | 1 | 0 | 4         |
| 5.           | BUM- GE-215  | Managerial Economics                | 100        | 4         | 3                       | 1 | 0 | 4         |
| 6.           | BUM- SEC-216 | Seminar & Term Paper / Project Work | 100        | 2         | 1                       | 1 | 0 | 2         |
| <b>Total</b> |              |                                     | <b>600</b> | <b>22</b> | -                       | - | - | <b>22</b> |

### BBA (Hons.) Third Semester

| S. No.                                                     | Course Code    | Title                                | Max. Marks | Credits   | Distribution of Credits |   |   |           |
|------------------------------------------------------------|----------------|--------------------------------------|------------|-----------|-------------------------|---|---|-----------|
|                                                            |                |                                      |            |           | L                       | T | P | C         |
| 1.                                                         | BUM- CC-311    | Business Environment                 | 100        | 4         | 3                       | 1 | 0 | 4         |
| 2.                                                         | BUM- CC-312    | Business Legislation                 | 100        | 4         | 3                       | 1 | 0 | 4         |
| 3.                                                         | BUM- CC-313    | Cost Accounting                      | 100        | 4         | 3                       | 1 | 0 | 4         |
| 4.                                                         | BUM- SEC-314   | Seminar & Term Paper/ Project Work   | 100        | 2         | 1                       | 1 | 0 | 2         |
| <b>Specialization:</b><br><b>Marketing Management</b>      |                |                                      |            |           |                         |   |   |           |
| 5.                                                         | BUM- DSE-315   | Advertising Management               | 100        | 3         | 3                       | 0 | 0 | 3         |
| 6.                                                         | BUM- DSE -316  | Sales Management                     | 100        | 3         | 3                       | 0 | 0 | 3         |
| <b>Specialization:</b><br><b>Financial Management</b>      |                |                                      |            |           |                         |   |   |           |
| 5.                                                         | BUM- DSE -317  | Fundamentals of Financial Management | 100        | 3         | 3                       | 0 | 0 | 3         |
| 6.                                                         | BUM- DSE -318  | Indian Financial Systems             | 100        | 3         | 3                       | 0 | 0 | 3         |
| <b>Specialization:</b><br><b>Human Resource Management</b> |                |                                      |            |           |                         |   |   |           |
| 5.                                                         | BUM- DSE -319A | Human Resource Management            | 100        | 3         | 3                       | 0 | 0 | 3         |
| 6.                                                         | BUM- DSE -319B | Organizational Development           | 100        | 3         | 3                       | 0 | 0 | 3         |
| <b>Total</b>                                               |                |                                      | <b>600</b> | <b>20</b> | -                       | - | - | <b>20</b> |

### BBA (Hons.) Fourth Semester

| S. No. | Course Code | Title                                    | Max. Marks | Credits | Distribution of Credits |   |   |   |
|--------|-------------|------------------------------------------|------------|---------|-------------------------|---|---|---|
|        |             |                                          |            |         | L                       | T | P | C |
| 1.     | BUM- CC-411 | Organisational Behaviour                 | 100        | 4       | 3                       | 1 | 0 | 4 |
| 2.     | BUM- CC-412 | Business Ethics and Corporate Governance | 100        | 4       | 3                       | 1 | 0 | 4 |

|                                                            |                |                                      |            |           |          |          |          |           |
|------------------------------------------------------------|----------------|--------------------------------------|------------|-----------|----------|----------|----------|-----------|
| 3.                                                         | BUM- CC-413    | Income Tax                           | 100        | 4         | 3        | 1        | 0        | 4         |
| 4.                                                         | BUM- SEC-414   | Seminar &Term Paper/<br>Project Work | 100        | 2         | 1        | 1        | 0        | 2         |
| <b>Specialization:</b><br><b>Marketing Management</b>      |                |                                      |            |           |          |          |          |           |
| 5.                                                         | BUM- DSE-315   | Advertising<br>Management            | 100        | 3         | 3        | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -316  | Sales Management                     | 100        | 3         | 3        | 0        | 0        | 3         |
| <b>Specialization:</b><br><b>Financial Management</b>      |                |                                      |            |           |          |          |          |           |
| 5.                                                         | BUM- DSE-415   | International Marketing              | 100        | 3         | 3        | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -416  | Consumer Behaviour                   | 100        | 3         | 3        | 0        | 0        | 3         |
| <b>Specialization:</b><br><b>Human Resource Management</b> |                |                                      |            |           |          |          |          |           |
| 5.                                                         | BUM- DSE -419A | Industrial Relations                 | 100        | 3         | 3        | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -419B | Labour Legislation                   | 100        | 3         | 3        | 0        | 0        | 3         |
| <b>Total</b>                                               |                |                                      | <b>600</b> | <b>20</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>20</b> |

### BBA (Hons.) Fifth Semester

| S.<br>No.                                                  | Course Code    | Title                                       | Max.<br>Mark<br>s | Cre<br>dits | Distribution of<br>Credits |          |          |           |
|------------------------------------------------------------|----------------|---------------------------------------------|-------------------|-------------|----------------------------|----------|----------|-----------|
|                                                            |                |                                             |                   |             | L                          | T        | P        | C         |
| 1.                                                         | BUM- CC-511    | E-Marketing                                 | 100               | 4           | 3                          | 1        | 0        | 4         |
| 2.                                                         | BUM- CC-512    | Accounting and Financial<br>Management      | 100               | 4           | 3                          | 1        | 0        | 4         |
| 3.                                                         | BUM- CC-513    | Quantitative Techniques<br>for Managers     | 100               | 4           | 3                          | 1        | 0        | 4         |
| 4.                                                         | BUM- SEC-514   | Seminar & Term Paper /<br>Summer Internship | 100               | 2           | 2                          | 2        | 0        | 2         |
| <b>Specialization:</b><br><b>Marketing Management</b>      |                |                                             |                   |             |                            |          |          |           |
| 5.                                                         | BUM- DSE-515   | Brand Management                            | 100               | 3           | 3                          | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -516  | Service Marketing                           | 100               | 3           | 3                          | 0        | 0        | 3         |
| <b>Specialization:</b><br><b>Financial Management</b>      |                |                                             |                   |             |                            |          |          |           |
| 5.                                                         | BUM- DSE -517  | Stock Market Operations                     | 100               | 3           | 3                          | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -518  | Management Control<br>Systems               | 100               | 3           | 3                          | 0        | 0        | 3         |
| <b>Specialization:</b><br><b>Human Resource Management</b> |                |                                             |                   |             |                            |          |          |           |
| 5.                                                         | BUM- DSE -519A | Human Resource Audit &<br>Accounting        | 100               | 3           | 3                          | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -519B | Training and Development                    | 100               | 3           | 3                          | 0        | 0        | 3         |
| <b>Total</b>                                               |                |                                             | <b>600</b>        | <b>20</b>   | <b>-</b>                   | <b>-</b> | <b>-</b> | <b>20</b> |

### BBA (Hons.) Sixth Semester

| S. No.                                                     | Course Code    | Title                                          | Max. Marks | Credits   | Distribution of Credits |          |          |           |
|------------------------------------------------------------|----------------|------------------------------------------------|------------|-----------|-------------------------|----------|----------|-----------|
|                                                            |                |                                                |            |           | L                       | T        | P        | C         |
| 1.                                                         | BUM- CC-611    | Strategic Management                           | 100        | 4         | 3                       | 1        | 0        | 4         |
| 2.                                                         | BUM- CC-612    | Indirect Taxes                                 | 100        | 4         | 3                       | 1        | 0        | 4         |
| 3.                                                         | BUM- CC-613    | Corporate Accounting                           | 100        | 4         | 3                       | 1        | 0        | 4         |
| 4.                                                         | BUM- SEC-614   | Entrepreneurship Development Management        | 100        | 2         | 2                       | 0        | 0        | 2         |
| <b>Specialization:</b><br><b>Marketing Management</b>      |                |                                                |            |           |                         |          |          |           |
| 5.                                                         | BUM- DSE-615   | Retail Management                              | 100        | 3         | 3                       | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -616  | Rural Marketing                                | 100        | 3         | 3                       | 0        | 0        | 3         |
| <b>Specialization:</b><br><b>Financial Management</b>      |                |                                                |            |           |                         |          |          |           |
| 5.                                                         | BUM- DSE -617  | Financial instruments & Derivatives            | 100        | 3         | 3                       | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -618  | International Finance                          | 100        | 3         | 3                       | 0        | 0        | 3         |
| <b>Specialization:</b><br><b>Human Resource Management</b> |                |                                                |            |           |                         |          |          |           |
| 5.                                                         | BUM- DSE -619A | Employee Relations and compensation Management | 100        | 3         | 3                       | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -619B | Human Resource Development                     | 100        | 3         | 3                       | 0        | 0        | 3         |
|                                                            | <b>Total</b>   |                                                | <b>600</b> | <b>20</b> | <b>-</b>                | <b>-</b> | <b>-</b> | <b>20</b> |

### b) Master of Business Administration (MBA)

### MBA First Semester

| S. No. | Course Code  | Title                                                            | Max. Marks | Credits    | Distribution of Credits |           |          |          |
|--------|--------------|------------------------------------------------------------------|------------|------------|-------------------------|-----------|----------|----------|
|        |              |                                                                  |            |            | L                       | T         | P        | C        |
| 1.     | BUM- CC-121N | Managerial (Micro) Economics                                     | 100        | 4          | 3                       | 1         | 0        | 4        |
| 2.     | BUM- CC-122N | Business Statistics                                              | 100        | 4          | 3                       | 1         | 0        | 4        |
| 3.     | BUM- CC-123N | Indian Financial System and Financial Market                     | 100        | 4          | 3                       | 1         | 0        | 4        |
| 4.     | BUM- CC-124N | Principles of Management and Managerial skills for Effectiveness | 100        | 4          | 3                       | 1         | 0        | 4        |
| 5.     | BUM- CC-125N | Business Communication                                           | 100        | 4          | 3                       | 1         | 0        | 4        |
| 6.     | BUM- CC-126N | Indian Ethos and Business Ethics                                 | 100        | 4          | 3                       | 1         | 0        | 4        |
| 7.     | BUM- CC-127N | Legal and Business Environment (Micro and Macro)                 | 100        | 4          | 3                       | 1         | 0        | 4        |
| 8.     | BUM-CC-128N  | Accounting for Managers                                          | 100        | 4          | 3                       | 1         | 0        | 4        |
|        | <b>Total</b> |                                                                  |            | <b>800</b> | <b>32</b>               | <b>24</b> | <b>8</b> | <b>0</b> |

### MBA Second Semester

| S. No. | Course Code  | Title                               | Max. Marks | Credits    | Distribution of Credits |           |          |          |
|--------|--------------|-------------------------------------|------------|------------|-------------------------|-----------|----------|----------|
|        |              |                                     |            |            | L                       | T         | P        | C        |
| 1.     | BUM- CC-221N | Human Resource Management           | 100        | 4          | 3                       | 1         | 0        | 4        |
| 2.     | BUM- CC-222N | Operations Management               | 100        | 4          | 3                       | 1         | 0        | 4        |
| 3.     | BUM- CC-223N | Marketing Research                  | 100        | 4          | 3                       | 1         | 0        | 4        |
| 4.     | BUM- CC-224N | Organizational Behavior             | 100        | 4          | 3                       | 1         | 0        | 4        |
| 5.     | BUM- CC-225N | Marketing Management                | 100        | 4          | 3                       | 1         | 0        | 4        |
| 6.     | BUM- CC-226N | Computer Applications for Business  | 100        | 4          | 3                       | 1         | 0        | 4        |
| 7.     | BUM- CC-227N | Corporate Finance                   | 100        | 4          | 3                       | 1         | 0        | 4        |
| 8.     | BUM-CC-228N  | Seminar & Term Paper / Project Work | 100        | 4          | 3                       | 1         | 0        | 4        |
|        | <b>Total</b> |                                     |            | <b>800</b> | <b>32</b>               | <b>24</b> | <b>8</b> | <b>0</b> |

### MBA Third Semester

| S. No.                                                     | Course Code    | Title                                                    | Max. Marks | Credits   | Distribution of Credits |          |          |           |
|------------------------------------------------------------|----------------|----------------------------------------------------------|------------|-----------|-------------------------|----------|----------|-----------|
|                                                            |                |                                                          |            |           | L                       | T        | P        | C         |
| 1.                                                         | BUM- CC-321    | Corporate Strategy                                       | 100        | 4         | 3                       | 1        | 0        | 4         |
| 2.                                                         | BUM-CC-322     | Entrepreneurship                                         | 100        | 4         | 3                       | 1        | 0        | 4         |
| 3.                                                         | BUM- CC-323    | Quantitative Techniques                                  | 100        | 4         | 3                       | 1        | 0        | 4         |
| 4.                                                         | BUM-CC-324     | Seminar & Term Paper / Project Work                      | 100        | 4         | 3                       | 1        | 0        | 4         |
| <b>Specialization:</b><br><b>Marketing Management</b>      |                |                                                          |            |           |                         |          |          |           |
| 5.                                                         | BUM- SE -325A  | Digital and Social Media Marketing                       | 100        | 3         | 2                       | 1        | 0        | 3         |
| 6.                                                         | BUM- SE -325B  | International Marketing and Service marketing            | 100        | 3         | 2                       | 1        | 0        | 3         |
| <b>Specialization:</b><br><b>Financial Management</b>      |                |                                                          |            |           |                         |          |          |           |
| 5.                                                         | BUM- SE -326A  | Management of Financial Institutions and Risk Management | 100        | 3         | 2                       | 1        | 0        | 3         |
| 6.                                                         | BUM- SE -326B  | Security Analysis and Portfolio Management               | 100        | 3         | 2                       | 1        | 0        | 3         |
| <b>Specialization:</b><br><b>Human Resource Management</b> |                |                                                          |            |           |                         |          |          |           |
| 5.                                                         | BUM- DSE -319A | Human Resource Management                                | 100        | 3         | 3                       | 0        | 0        | 3         |
| 6.                                                         | BUM- DSE -319B | Organizational Development                               | 100        | 3         | 3                       | 0        | 0        | 3         |
|                                                            | <b>Total</b>   |                                                          | <b>600</b> | <b>22</b> | <b>16</b>               | <b>6</b> | <b>0</b> | <b>22</b> |



### MBA Fourth Semester

| S. No.                                                     | Course Code   | Title                                                              | Max. Marks | Credits | Distribution of Credits |    |   |    |
|------------------------------------------------------------|---------------|--------------------------------------------------------------------|------------|---------|-------------------------|----|---|----|
|                                                            |               |                                                                    |            |         | L                       | T  | P | C  |
| 1.                                                         | BUM- CC-421   | Project Management                                                 | 100        | 4       | 3                       | 1  | 0 | 4  |
| 2.                                                         | BUM- CC-422   | Organization Design                                                | 100        | 4       | 3                       | 1  | 0 | 4  |
| 3.                                                         | BUM-CC-423    | Seminar & Term Paper / Project Work                                | 100        | 4       | 3                       | 1  | 0 | 4  |
| <b>Specialization:</b><br><b>Marketing Management</b>      |               |                                                                    |            |         |                         |    |   |    |
| 4.                                                         | BUM- SE -424A | Retail Management and product Management                           | 100        | 3       | 3                       | 0  | 0 | 3  |
| 5.                                                         | BUM- SE -424B | B2B Marketing, Sales and Distribution Management                   | 100        | 3       | 3                       | 0  | 0 | 3  |
| <b>Specialization:</b><br><b>Financial Management</b>      |               |                                                                    |            |         |                         |    |   |    |
| 4.                                                         | BUM- SE -425A | International Financial Management and Foreign Exchange Management | 100        | 3       | 3                       | 0  | 0 | 3  |
| 5.                                                         | BUM- SE -425B | International Accounting and Projects Planning Analysis Management | 100        | 3       | 3                       | 0  | 0 | 3  |
| <b>Specialization:</b><br><b>Human Resource Management</b> |               |                                                                    |            |         |                         |    |   |    |
| 4.                                                         | BUM- SE -426A | International HRM and Cross-Cultural Management                    | 100        | 3       | 3                       | 0  | 0 | 3  |
| 5.                                                         | BUM- SE -426B | Organizational Change and leadership                               | 100        | 3       | 3                       | 0  | 0 | 3  |
|                                                            |               |                                                                    |            | 500     | 18                      | 15 | 3 | 18 |

#### a) Doctorate (Ph.D.)

#### Statement of Course work for Ph. D. Programme- Semester First

| S. No. | Course Code                                          | Title                                                                                           | Max. Marks | Credits | Distribution of Credits |    |   |    |
|--------|------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------|---------|-------------------------|----|---|----|
|        |                                                      |                                                                                                 |            |         | L                       | T  | P | C  |
| 1.     | BUM-CC-141                                           | Research Methodology                                                                            | 100        | 4       | 3                       | 1  | 0 | 4  |
| 2.     | BUM-CC-142                                           | Management Concepts & Application                                                               | 100        | 4       | 3                       | 1  | 0 | 4  |
| 3.     | BUM-CC-143                                           | Review of Literature & Project / Dissertation work on Reviewing of Literature in relevant field | 100        | 4       | 0                       | 0  | 0 | 4  |
| 4.     | BUM-CC-147                                           | Research & Publication Ethics                                                                   | 100        | 2       | 1                       | 1  | 0 | 2  |
| 5.     | <b>Elective Course: (Any One from the Following)</b> |                                                                                                 |            |         |                         |    |   |    |
|        | BUM-EC-144                                           | Financial Management                                                                            | 100        | 4       | 3                       | 1  | 0 | 4  |
|        | BUM-EC-145                                           | Marketing Management                                                                            | 100        | 4       | 3                       | 1  | 0 | 4  |
|        | BUM-EC-146                                           | Human Resource Management                                                                       | 100        | 4       | 3                       | 1  | 0 | 4  |
| Total  |                                                      |                                                                                                 | 400        | 16      | 12                      | 04 | 0 | 16 |



### **Programme Outcome:**

Master's in Business Administration opens the gateway to corporate world. Positions from a Trainee to a CEO require a simple qualifying degree of Management. Government PSU's, Banking industry, manufacturing sector are the most contributing service sector towards GDP, are preferring able personnel's having a management background. Specialization of Human Resource, Marketing and Finance groomed with efficient communication & presentation skills, students dwell to strike the competitive global environment with their knowledge, skills and spirit of innovation and achievement.

Entrepreneurship, for boosting the country's economy and allaying the unemployment problem, is fostered and encouraged during the teaching-learning curriculum.

- **Average percentage of courses having focus on employability/entrepreneurship/ Skill development offered: - 100 %**