

Integrated MBA Curriculum(2023-2028)

Course Structure:

Year	FIRST SEMESTER						SECOND SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
I	IM1101	Principles and Practices of Management	3	0	0	3	IM1201	Organizational Behavior-I	3	0	0	3
	IM1102	Business Economics	3	0	0	3	IM1202	Cost Accounting	3	0	0	3
	IM1103	Fundamentals of Financial Accounting	3	1	0	4	IM1203	Principles of Macro Economics	3	0	0	3
	LN1106	Communicative English	2	0	0	2	LA1240	Business Law	3	0	0	3
	MA1106	Introduction to Mathematics	3	1	0	4	MA1207	Introduction to Statistics	3	1	0	4
	CA1170	Fundamentals of Computer (Theory) (online)	1	1	0	2	AT1049	Vedic Management	2	0	0	2
	CA1171	Fundamentals of Computer (Lab) (Online)	0	0	4	2						
	AT1011	Yoga & Wellness	0	1	2	2						
		Total	15	4	6	22		Total	17	1	0	18
Total Contact Hours (L + T + P)			25				Total Contact Hours (L + T + P)			18		

Year	THIRD SEMESTER						FOURTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
II	IM2101	Financial Management	3	1	0	4	IM2201	Organization Behavior-II	2	0	0	2
	IM2102	Marketing Management	3	0	0	3	IM2202	Principles of Human Resource Management	3	0	0	3
	IM2103	Business Communication (Online)	2	0	0	2	IM2203	Production & OperationManagement	3	0	0	3
	IM2029	Universal Human Values	2	0	0	2	IM2204	Management Accounting	3	1	0	4
	IT0025	Python for Data Analytics	3	0	2	4	LN2208	Fundamental French-II	3	0	0	3
	LN2108	Fundamental French-I	3	0	0	3	DS2005	Introduction to R Language	3	0	2	4
	IM2170	Minor Project	0	0	4	2						
		Total	16	1	6	20		Total	17	1	2	19
Total Contact Hours (L + T + P)			23			Total Contact Hours (L + T + P)			20			

Year	FIFTH SEMESTER						SIXTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
III	IM3101	Project Planning & Management	3	0	0	3	IM3201	Business Analytics	2	0	2	3
	IM3102	Entrepreneurship and Small Business Management	2	0	0	2	IM3202	Insurance & Risk Management	3	0	0	3
	IM3103	Business Research Methods	3	0	0	3	IM3203	Indian Financial System	3	0	0	3
	IM3104	Design Thinking (MLC: Mandatory Learning Course)	1	0	0	1	CY1003	Environmental Science (Online)	3	0	0	3
	IM3105	Corporate Social Responsibility	2	0	0	2	IM3270	Dissertation-I	0	0	12	6
	LA2140	Corporate Law	3	0	0	3	*****	Open Elective (Online)	3	0	0	3
	IM3170	Summer Project -I	0	0	12	6						
		Total	14	0	12	20		Total	14	0	14	21
Total Contact Hours (L + T + P)			26			Total Contact Hours (L + T + P)			28			

Year	SEVENTH SEMESTER						EIGHTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
IV	IM4101	International Business Management	3	1	0	4	IM4201	Strategic Management	3	1	0	4
	IM4102	Commercial Bank Management	3	1	0	4	IM4202	Consultancy Management & Business Ethics	3	0	0	3
	IM4103	Operations Research	3	0	0	3	IM4203	Advertisement and SalesPromotion	3	0	0	3
	IM4104	Climate Change & Disaster Management	3	0	0	3	IM4204	E- Commerce	3	0	0	3
	IM41**	Elective- 3 courses from Gr-I (3*3)	9	0	0	9	IM42**	Elective- 3 courses from Gr-I(3*3)	9	0	0	9
	IM41**	Elective- 1 Courses from Gr-II (1*3)	3	0	0	3	IM42**	Elective- 1 Courses from Gr-II(1*3)	3	0	0	3
		Total	24	2	0	26		Total	24	1	0	25
Total Contact Hours (L + T + P)			26			Total Contact Hours (L + T + P)			25			

Year	NINTH SEMESTER						TENHTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
V	IM5101	Econometrics for Management	3	0	0	3	IM5201	Enterprise Resource Planning	3	0	0	3
	IM5102	Personality Development & Interview Skills	2	0	0	2	IM5202	Management Information System	3	0	0	3
	IM5103	Corporate Tax & Planning	3	1	0	4	IM52**	Elective- 3 courses from Gr-I (3*3)	9	0	0	9
	IM51**	Elective- 3 courses from Gr-I(3*3)	9	0	0	9	IM52**	Elective- 1 Courses from Gr-II(1*3)	3	0	0	3
	IM51**	Elective- 1 Courses from Gr-II(1*3)	3	0	0	3	IM5270	Dissertation-II	0	0	12	6
	IM5170	Summer Project-II	0	0	12	6						
		Total	20	1	12	27		Total	18	0	12	24
Total Contact Hours (L + T + P)			33				Total Contact Hours (L + T + P)			30		

PROGRAM ELECTIVES & COURSES

Program Elective I: Human Resource Management

SEMESTER-VII							SEMESTER-VIII						
Course No.	Subject Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	IM4140	Human Resource Planning & Development	3	0	0	3	5	IM4240	International Human Resource Management	3	0	0	3
2	IM4141	Management of Industrial Relation	3	0	0	3	6	IM4241	Compensation Management	3	0	0	3
3	IM4142	Organizational Performance Management	3	0	0	3	7	IM4242	Training and Development	3	0	0	3
4	IM4143	Negotiation Skills	3	0	0	3	8	IM4243	Competency Management	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
9	IM5140	Employment Laws	3	0	0	3	13	IM5240	Contemporary issue in Human Resource Management	3	0	0	3
10	IM5141	Performance Appraisal	3	0	0	3	14	IM5241	Strategic Human Resource Management	3	0	0	3
11	IM5142	Recruitment & Selection	3	0	0	3	15	IM5242	Organization Development & Change	3	0	0	3
12	IM5143	HR analytics	3	0	0	3	16	IM5243	HRIS	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12

Program Elective II: Finance

SEMESTER-VII							SEMESTER-VIII						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	IM4144	Security Analysis & Portfolio Management	3	0	0	3	5	IM4244	Advance Accounting	3	0	0	3
2	IM4145	International Finance	3	0	0	3	6	IM4245	Financial derivatives	3	0	0	3
3	IM4146	Micro Finance & Rural Credit	3	0	0	3	7	IM4246	Financial Modelling & Equity Research	3	0	0	3
4	IM4147	GST	3	0	0	3	8	IM4247	Business Valuation	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
9	IM5144	Fixed Income Securities & Treasury Management	3	0	0	3	13	IM5244	Strategic Financial Management	3	0	0	3
10	IM5145	Strategic Cost Management	3	0	0	3	14	IM5245	Personal Financial Planning	3	0	0	3
11	IM5146	Global Financial Markets & Products	3	0	0	3	15	IM5246	FinTech	3	0	0	3
12	IM5147	Behavioral finance	3	0	0	3	16	IM5247	Investment, Banking and Financial Services	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12

Program Elective III: Marketing

SEMESTER VII							SEMESTER VIII						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	IM4148	Product & Brand Management	3	0	0	3	5	IM4248	Marketing Research	3	0	0	3
2	IM4149	Rural Marketing	3	0	0	3	6	IM4249	Marketing of Services	3	0	0	3
3	IM4150	Advertising Management	3	0	0	3	7	IM4250	Consumer Behavior	3	0	0	3
4	IM4151	B to B Marketing	3	0	0	3	8	IM4251	Integrated Marketing Communications	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
9	IM5148	Distribution & Salesmanship	3	0	0	3	13	IM5248	International Marketing	3	0	0	3
10	IM5149	Digital Marketing	3	0	0	3	14	IM5249	Public Relation & Event Management	3	0	0	3
11	IM5150	Retail Management	3	0	0	3	15	IM5250	Customer Relations Management	3	0	0	3
12	IM5151	Strategic Brand Management	3	0	0	3	16	IM5251	Social Marketing	3	0	0	3
		TOTAL	12	0	0	12			TOTAL	12	0	0	12

Program Elective IV: Business Analytics

SEMESTER VII							SEMESTER VIII						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
1	IM4161	Big Data Analytics	2	0	2	3	3	IM4261	Operation Analytics	2	0	2	3
2	IM4162	Process Analytics	2	0	2	3	4	IM4262	Financial Analytics	2	0	2	3
		TOTAL	4	0	4	6			TOTAL	4	0	4	6
SEMESTER IX							SEMESTER X						
Course No.	Course Code	Course Name	L	T	P	C	Course No.	Course Code	Course Name	L	T	P	C
5	IM5161	Supply Chain Analytics	2	0	2	3	7	IM5261	Marketing and Retail Analytics	2	0	2	3
6	IM5162	People Analytics	2	0	2	3	8	IM5262	Web and Social Media Analytics	2	0	2	3
		Total	4	0	4	6			Total	4	0	4	6