

(An Autonomous Institute)

Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi, Recognised by UGC with 2(f) & 12 (B), Accredited by NBA & NAAC

DEPARTMENT OF MANAGEMENT STUDIES

About Department:

The MBA program was started in the year 2000 with a vision to impart management education. The Department of Management studies is approved by All India Council for Technical Education (AICTE), New Delhi and is affiliated to Visvesvaraya Technology University (Belagavi). Department of Management Studies offers a rigorous and intensive Master's degree in Business Administration aided by a diverse mix of academic and industry professionals. Students can pursue a choice of their specializations.

The program offers dual specialization courses in MBA in:

- Finance & Marketing
- Finance & Human Resource
- Human Resource & Marketing

Vision (Department):

The department strives to empower and impart value driven quality management education to the students from diverse backgrounds that move towards making sustainable and socially responsible future.

Mission (department):

- To create a healthy competitive environment for students in which they can enhance their knowledge and sharpen their skills
- To build intellectual capabilities based on the twin pillars of theory and practice
- To promote self-employment through entrepreneurship

Programme Educational Objectives

- a. To have a thorough understanding of the core aspects of the business.
- b. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- c. To prepare them to have a holistic approach towards management functions.
- d. To motivate them for continuous learning.
- e. To inspire and make them practice ethical standards in business.

Programme Specific objectives

PSO1: To guide and channelizes the transformation process of every management graduate by providing in-depth knowledge of business management and entrepreneurship embedded with ethics and a sense of social commitment and to make them to strive towards personal victory and value creation to society.

PSO2: To ignite a passion for multidisciplinary approach for problem solving, critical analysis and decision making by giving due importance for lateral thinking so that management graduates see things from a perspective which are not just simple but effective.

Programme outcomes

- PO1: Ability to apply the business acumen gained in practice.
- PO2: Ability to understand and solve managerial issues.
- PO3: Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
- PO4: Ability to upgrade their professional and managerial skills in their workplace.
- PO5: Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
- PO6: Ability to take up challenging assignments.
- PO7: Ability to understand one’s own ability to set achievable targets and complete them.
- PO8: Ability to pursue lifelong learning.
- PO9: To have a fulfilling business career.

Programme Educational Objectives	Programme Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
a	√	√					√		
b				√	√	√			
c	√		√		√	√	√		
d				√		√	√	√	
e		√	√					√	√

MBA Program Structure and Credits

Year	Particulars	Credits	Total Credits
I	I - Semester	24	48
	II - Semester	24	
II	III - Semester	17	52
	Certification Course	4	
	Internship Study	6	
	IV - Semester	9	
	Project Work	16	
Total		100	100

SCHEME OF TEACHING AND EXAMINATION

I Semester										
Subject Code	Title of the Subject	Course Category	Teaching hours per week			Duration of Exam Hours	Marks for		Total Marks	Credits
			L	T	P		CIE	SEE		
MVJ20MBA11	Organisational Behaviour	PC	4	0	0	3	50	50	100	4
MVJ20MBA12	Managerial Economics	PC	4	0	0	3	50	50	100	4
MVJ20MBA13	Accounting for Managers	PC	4	0	0	3	50	50	100	4
MVJ20MBA14	Principles of Management	PC	4	0	0	3	50	50	100	4
MVJ20MBA15	Business Communication	PC	4	0	0	3	50	50	100	4
MVJ20MBA16	Business Statistics & Analytics	PC	4	0	0	3	50	50	100	4
Total			24	0	0	-	300	300	600	24

II Semester										
Subject Code	Title of the Subject	Course Category	Teaching hours per week			Duration of Exam Hours	Marks for		Total Marks	Credits
			L	T	P		CIE	SEE		
MVJ20MBA21	Human Resource Management	PC	4	0	0	3	50	50	100	4
MVJ20MBA22	Financial Management	PC	4	0	0	3	50	50	100	4
MVJ20MBA23	Research Methodology	PC	4	0	0	3	50	50	100	4
MVJ20MBA24	Legal Aspects of Business	PC	4	0	0	3	50	50	100	4
MVJ20MBA25	Marketing Management	PC	4	0	0	3	50	50	100	4
MVJ20MBA26	Entrepreneurial Development	PC	4	0	0	3	50	50	100	4
Total			24	0	0	-	300	300	600	24

➤ SUMMER INTERNSHIP TRAINING (4 WEEKS)

Internship Training – The training report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of training undergone, the departments wherein he/she was trained with duration (chronological diary), along with the type of managerial skills developed during training. The training report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

III Semester

Subject Code	Title of the Subject	Course Category	Teaching hours per week			Duration of Exam Hours	Marks for		Total Marks	Credits
			L	T	P		CIE	SEE		
MVJ20MBA31	International Business Management	PC	4	0	0	3	50	50	100	4
MVJ20MBA32	Strategic Management	PC	4	0	0	3	50	50	100	4
MVJ20MBA33	Elective I ***	PE	3	0	0	3	50	50	100	3
MVJ20MBA34	Elective II ***	PE	3	0	0	3	50	50	100	3
MVJ20MBA35	Elective III ***	PE	3	0	0	3	50	50	100	3
Practical										
MVJ20MBA309	Internship Study	EEC	-	-	2	-	50	50	100	6
MVJ20MBA310	2 Certification Course	EEC	-	-	4	-	50	50	100	4
Total			17	0	6	-	400	400	800	27

*** Chosen electives should be from two streams of management of three electives each for Dual Specialization.

IV Semester

Subject Code	Title of the Subject	Course Category	Teaching hours per week			Duration of Exam Hours	Marks for		Total Marks	Credits
			L	T	P		CIE	SEE		
MVJ20MBA41	Elective I ***	PE	3	0	0	3	50	50	100	3
MVJ20MBA42	Elective II ***	PE	3	0	0	3	50	50	100	3
MVJ20MBA43	Elective III ***	PE	3	0	0	3	50	50	100	3
Practicals										
MVJ20MBA47	Project Work	EEC	-	-		-	50	50	100	16
Total			9			-	200	200	400	25

PC – Professional Core
 PE – Professional Electives
 EEC – Employability Enhancement Courses

ELECTIVES

	Sem.		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	
Year 1	Sem I	Organisational Behaviour	√		√							
		Managerial Economics	√	√						√	√	
		Accounting for Managers	√			√						
		Principles of Management	√	√	√		√					
		Business Communication	√		√							
		Business Statistics & Analytics	√	√								
	Sem II	Human Resource Management	√	√		√	√		√		√	
		Financial Management	√	√		√	√		√		√	
		Research Methodology		√			√		√			
		Legal Aspects of Business	√									
		Marketing Management		√		√	√		√			
		Entrepreneurial Development	√	√					√			
Year 2	Sem III	International Business Management				√	√				√	
		Strategic Management	√	√		√	√	√	√	√	√	
		Elective I	Give Below for Each Stream									
		Elective II										
		Elective III										
		Internship Study	√	√	√	√	√	√	√	√	√	√
	Sem IV	Elective I	Give Below for Each Stream									
		Elective II										
		Elective III										
		Project Work	√	√	√	√	√	√	√	√	√	√
1 Certificate course is mandatory between 2 nd and 3 rd Semester												

CREDIT STRUCTURE FOR MBA PROGRAMME
(From 2020 – 2021 onwards)

No	Paper Code	Title of the Paper	Credits	Hours/ Week	Marks		
					CIE	SEE	Total
I Semester							
1	MVJ20MBA11	Organisational Behaviour	4	60	50	50	100
2	MVJ20MBA12	Managerial Economics	4	60	50	50	100
3	MVJ20MBA13	Accounting for Managers	4	60	50	50	100
4	MVJ20MBA14	Principles of Management	4	60	50	50	100
5	MVJ20MBA15	Business Communication	4	60	50	50	100
6	MVJ20MBA16	Business Statistics & Analytics	4	60	50	50	100
Sub Total			24	60	300	300	600
II Semester							
7	MVJ20MBA21	Human Resource Management	4	60	50	50	100
8	MVJ20MBA22	Financial Management	4	60	50	50	100
9	MVJ20MBA23	Research Methodology	4	60	50	50	100
10	MVJ20MBA24	Legal Aspects of Business	4	60	50	50	100
11	MVJ20MBA25	Marketing Management	4	60	50	50	100
12	MVJ20MBA26	Entrepreneurial Development	4	60	50	50	100
Sub Total			24		300	300	600
III Semester							
13	MVJ20MBA31	International Business Management	4	60	50	50	100
14	MVJ20MBA32	Strategic Management	4	60	50	50	100
15	MVJ20MBA33	Elective I ***	3	60	50	50	100
16	MVJ20MBA34	Elective II ***	3	60	50	50	100
17	MVJ20MBA35	Elective III ***	3	60	50	50	100
19	MVJ20MBA309	Internship Study	6	4Weeks			
20	MVJ20MBA310	2 Certification Course	4		50	50	100
Sub Total			27		300	300	600
IV Semester							
21	MVJ20MBA41	Elective I ***	3	60	50	50	100
22	MVJ20MBA42	Elective II ***	3	60	50	50	100
23	MVJ20MBA43	Elective III ***	3	60	50	50	100
24	MVJ20MBA44	Final project work	16	8Weeks	50	50	100
Sub Total			25		200	200	400
Grand Total			100		1200	1200	2400

ELECTIVE SUBJECTS

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Stream/ Specialization: Marketing Management									
Consumer Behaviour	√				√	√	√	√	√
Retail Management	√		√		√			√	√
Services Marketing	√				√	√	√		√
Marketing Research & Analytics	√		√		√				√
Business Marketing	√				√	√	√	√	√
Supply Chain Management	√				√	√		√	√
Stream/ Specialization: Financial Management									
Banking & Financial Services	√		√		√			√	√
Investment Management	√				√				√
Direct Taxation	√		√		√			√	√
Advanced Financial Management	√		√	√				√	√
Cost Management	√		√					√	√
Project Appraisal Planning & Control	√				√				√
Stream/ Specialization: Human Resource Management									
Recruitment & Selection	√		√		√			√	√
HR Analytics			√			√			√
Compensation & Reward System	√		√		√				√
Learning & Development	√		√		√			√	√
Industrial Relations & Labour Welfare	√		√		√			√	√
Conflict & Negotiation Management	√		√			√			√

SEMESTER – I

Master of Business Administration - MBA
[As Per Choice Based Credit System (CBCS)]
Effective from the Academic Year 2019 -2020