

Syllabus extract of MBA Program, M.G. University

MBA Degree Program

(Mahatma Gandhi University Regulations PGCSS2019 from 2019-20 Academic Year)

- **Aim of the Program:**
 - i. To develop young MBA aspirants into professional managers who can contribute to the growth of business and industry in India and abroad
 - ii. To develop leaders with a strong ethical background who can efficiently and effectively manage business amidst of environmental turbulences
 - iii. To nurture entrepreneurial skills among young generation and make them effective change agents
 - iv. To contribute towards better management practices in the country by way of offering quality management education.
- **Eligibility for Admission:** A pass in any Bachelor's Degree Examination of Mahatma Gandhi University or an equivalent degree of any other Universities duly recognized by Mahatma Gandhi University with not less than 50% marks in the aggregate for all parts of examination or a Master's Degree examination with 50% marks in aggregate. Under grading system, C Grade of Mahatma Gandhi University or equivalent thereto from other recognized Universities with not less than 50% marks in aggregate is required to become eligible for admission. Under any circumstances, it shall be the responsibility of the Director / Principal to ensure that a candidate is having 50% marks in aggregate in order to become eligible for admission. For SC/ST students, a pass in any Bachelor's Degree examination is needed. Reservation rules are applicable as per Government of Kerala norms for eligibility and admission.
- **Medium of Instruction and Assessment:** English
- **Faculty under which the Degree is Awarded:** Faculty of Management Science
- **Specializations offered, if any:** Finance, Human Resources Management, Marketing, Operations, Information Systems and International Business
- **Note on compliance with the UGC Minimum Standards** for the conduct and award of Post Graduate Degrees: In compliance with the norms of AICTE and UGC.



MB010209	Course Viva II		50	2
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The core courses in third semester are presented in the Table given below. There are two full credit core courses in third semester, both intended to provide basic level of knowledge to the participants. The course Business Ethics & Corporate Governance shall be taught and evaluated as a Case Study paper. The participants are required to analyse case studies in the Indian context. This recommendation is based on the guidelines provided by AICTE in the Model Curriculum 2018.

Semester III - Core Courses

Course Code	Course Title	Continual Evaluation (Marks)	University Evaluation (Marks)	No. of Credits
MB010301	Big Data & Business Analytics	40	60	4
MB010302	Business Ethics & Corporate Governance	40	60	4
MB010303	Course Viva III		50	2

There is only one core course in semester 4, which is expected to provide working level of knowledge to the participants. The core courses including viva-voce in fourth semester are presented in the Table given below.

Semester IV - Core Courses

Course Code	Course Title	Continual Evaluation (Marks)	University Evaluation (Marks)	No. of Credits
MB010401	Strategic Management	40	60	4
MB010402	Course Viva IV		100	2

4.3 Elective Courses

All elective courses across functional areas carry 3 credits each. The MBA Programme shall be offered in Dual specialization scheme (two functional areas are to be selected by a student). Two courses from each of the opted functional areas are to be selected during a semester. In third semester, $2 \times 2 = 4$ and in fourth semester $2 \times 2 = 4$ are to be selected by the students.

Choice of Elective Area

A candidate is expected to select two functional areas subject to the following criteria:

- i) His / Her own choice based on preference, skills and aptitude
- ii) The availability of Faculty Members specialised in different functional areas in the affiliated colleges and required infrastructure.
- iii) Job market realities and opportunities in a functional area

The final decision pertaining to offer of specialisation choice shall be by the Director / Principal of the affiliated colleges.

The following areas of specialisations are offered by the University in the third and fourth semesters.



List of Elective Areas

Sl. No.	Elective Area	Sl. No.	Elective Area
1.	Finance	4.	Operations
2.	Marketing	5.	Information Systems
3.	Human Resources Management	6.	International Business

Finance Electives

Course Code	Elective Course	Semester
MB80 03/0401	Security Analysis and Portfolio Management	S3
MB80 03/0402	Financial Derivatives and Risk Management	S3
MB80 03/0403	Management of Banks and Financial Institutions	S3
MB80 03/0404	Corporate Taxation	S3
MB80 03/0405	Project Risk Evaluation and Management	S3
MB80 03/0406	Behavioural Finance	S4
MB80 03/0407	International Finance and Forex Management	S4
MB80 03/0408	Management of Financial Services	S4
MB80 03/0409	Rural Economy and Micro Finance	S4
MB80 03/0410	Strategic Financial Management	S4

Marketing Electives

Course Code	Elective Course	Semester
MB81 03/0401	Sales Management	S3
MB81 03/0402	Retail Business Management	S3
MB81 03/0403	Services Marketing	S3
MB81 03/0404	Digital and Social Media Marketing	S3
MB81 03/0405	Integrated Marketing Communication	S3
MB81 03/0406	Product and Brand Management	S4
MB81 03/0407	Marketing Analytics	S4
MB81 03/0408	Consumer Behaviour	S4
MB81 03/0409	Agriculture Business and Rural Marketing	S4
MB81 03/0410	Marketing Research	S4

HRM Electives

Course Code	Elective Course	Semester
MB82 03/0401	Training and Development	S3
MB82 03/0402	Performance and Talent Management	S3
MB82 03/0403	Organisational Change and Transformation	S3
MB82 03/0404	Compensation Management	S3
MB82 03/0405	Global Human Resources Management	S3
MB82 03/0406	Mentoring Coaching and Management Consulting	S4
MB82 03/0407	Industrial Relations and Labour Laws	S4
MB82 03/0408	Counseling Skills for Managers	S4
MB82 03/0409	Human Resources Information System	S4



MB82 03/0410	Leadership for Managerial Performance	S4
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Operations Management Electives

Course Code	Elective Course	Semester
MB83 03/0401	Supply Chain Management	S3
MB83 03/0402	Total Quality Management	S3
MB83 03/0403	Project Management	S3
MB83 03/0404	World Class Manufacturing	S3
MB83 03/0405	Service Operations Management	S3
MB83 03/0406	Industrial Safety & Occupational Health	S4
MB83 03/0407	Global Operations and Logistics Management	S4
MB83 03/0408	Maintenance Management	S4
MB83 03/0409	Materials and Purchase Management	S4
MB83 03/0410	Advanced Operations Research	S4

Information Systems Electives

Course Code	Elective Course	Semester
MB84 03/0401	Decision Support Systems	S3
MB84 03/0402	E Business	S3
MB84 03/0403	Enterprise Resource Planning	S3
MB84 03/0404	System Analysis and Design	S3
MB84 03/0405	Cloud Computing	S3
MB84 03/0406	Database Management	S4
MB84 03/0407	E-Business Strategy	S4
MB84 03/0408	Information Security Management	S4
MB84 03/0409	Software Project Management	S4
MB84 03/0410	Software Quality Management	S4

International Business Electives

Course Code	Elective Course	Semester
MB85 03/0401	International Financial System	S3
MB85 03/0402	International Marketing	S3
MB85 03/0403	Import / Export Policies & Procedures	S3
MB85 03/0404	International Human Resource Management	S3
MB85 03/0405	Global Trade Practices	S3
MB85 03/0406	International Economic Organisations	S4
MB85 03/0407	International Logistics & Supply Chain Management	S4
MB85 03/0408	International Trade Promotion Strategies	S4
MB85 03/0409	International Business Negotiations	S4
MB85 03/0410	International Consumer and Industrial Buyer Behaviour	S4

