

**Curriculum Structure for FY MBA-General Management (GM) & Business Analytics (BA) effective for AY 2023-24**

<b>SEMESTER I</b>							
<b>Program Core Courses-PCC for MBA- GM* &amp; BA**</b>							
<b>Sr. No.</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Teaching Scheme</b>			<b>Credits</b>
				<b>L</b>	<b>T</b>	<b>P</b>	
1	PCC-1		Fundamentals of Management (PPM, OB & OD)	3	0	0	3
2	PCC-2		Business Economics (Micro & Macro)	3	0	0	3
3	PCC-3		Accounting for Business Decisions	3	1	0	3
4	PCC-4		Marketing Management	3	0	0	3
5	PCC-5		Business Statistics & Research Methodology	3	1	0	3
6	PCC-6		Managerial Communication Skills	3	1	0	3
<b>Total Credits for PCC</b>				<b>18</b>			

<b>Program Elective Courses-PEC Common for MBA- GM &amp; BA (Any 4 of 5)</b>							
<b>Sr. No.</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Teaching Scheme</b>			<b>Credits</b>
				<b>L</b>	<b>T</b>	<b>P</b>	
1	PEC-1		Design & Critical Thinking	2	0	0	2
2	PEC-2		Enterprise Analysis	2	0	1	2
3	PEC-3		Entrepreneurship Development	2	1	0	2
4	PEC-4		Data Visualization	1	0	1	2
5	PEC-5		Foreign Language 1 (Spanish)	2	1	0	2
<b>Total Credits for PEC</b>				<b>8</b>			
<b>Total Credits for Sem I</b>				<b>26</b>			

<b>SEMESTER II</b>	
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Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Financial Management	3	0	1	4
2	PCC-2		Human Resource Management	3	0	0	3
3	PCC-3		Management Information System	3	1	0	3
4	PCC-4		Legal Aspects of Business	2	0	0	2
Total Credits for PCC				12			

Program Elective Courses-PEC Common for MBA- GM & BA (Any 2 of 4)	
1	Business Law
2	Business Ethics
3	Business Statistics
4	Business Communication

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PEC-1		Operations Management	2	1	0	2
2	PEC-2		Supply Chain Management	2	0	0	2
3	PEC-3		Industry Analysis	1	0	1	2
4	PEC-4		Foreign Language 2 (German)	2	1	0	2
Total Credits for PEC				4			

**Specialization Core Courses-SCC- Mandatory for MBA- GM & BA**

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	SCC-1		Service Management	3	1	0	3
2	SCC-2		Managing Banks and Financial Institutions	3	1	0	3
<b>Total Credits for SCC</b>				<b>6</b>			

**Specialization Elective Courses-SEC- Choice based (Any 2 of 3 in each)**

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
<b>FINANCE</b>				<b>L</b>	<b>T</b>	<b>P</b>	
1	SEC-1		Corporate Finance	2	1	0	2
2	SEC-2		Direct Taxes	2	1	0	2
3	SEC-3		Financial Markets	2	1	0	2

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
<b>ENTREPRENEURSHIP</b>				<b>L</b>	<b>T</b>	<b>P</b>	
1	SEC-1		Business Plan	2	1	0	2
2	SEC-2		Digital Marketing	2	1	0	2
3	SEC-3		Entrepreneurship Development Cycle	2	1	0	2
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
<b>BUSINESS ANALYTICS</b>				<b>L</b>	<b>T</b>	<b>P</b>	
1	SEC-1		Machine Learning	1	0	1	2
2	SEC-2		Data Warehousing & Mining	1	0	1	2
3	SEC-3		Power BI	1	0	1	2
<b>Total Credits for SEC</b>							<b>4</b>
<b>Total Credits for Sem II</b>							<b>26</b>

<b>*GM</b>	<b>MBA- General Management</b>
<b>**BA</b>	<b>MBA- Business Analytics</b>

## SUMMARY

Sem I				
Course Type	Description	Options/Number	Max Credits	Total Credits
PCC	Program Core Courses	6	4	18
PEC	Program Elective Courses	4 out of 5	2	8
				<b>26</b>

Sem II				
Course Type	Description	Options/Number	Max Credits	Total Credits
PCC	Program Core Courses	4	4	12
PEC	Program Elective Courses	2 of 4	2	4
SCC	Specialization Core Courses	2	3	6
SEC	Specialization Elective Course	2 of 3 in each	2	4
				<b>26</b>