



SHREYARTH UNIVERSITY

School of Management

Teaching Scheme for BBA and IMBA Program Effective AY-2022-23

Sr. No.	Semester	Subject Code	Subject Name	Category	Teaching Scheme					Evaluation Scheme					
					Lecture	Tutorial	Practical	Contact Hours	Credit	CIE(TH)	CIE(PR)	ESE(TH)	ESE(PR)	Total Marks	
	V	BBA51EM01	Consumer Behaviour	Elective											
	V	BBA51EF01	Fundamentals of Investment	Elective											
40	V	BBA51CE01	Enrichment Course 9 - Data Analysis and application of Statistical Package	Enrichment	2	0	0	2	2	0	100	0	0	100	
41	V	BBA51CE02	Enrichment Course 10 – Personality Development & Interview Skills	Enrichment	2	0	0	2	2	0	100	0	0	100	
42	VI	BBA61CC01	Fundamentals of International Business	Core	3	0	0	3	3	60	0	40	0	100	
43	VI	BBA61CC02	Production and Operation Management	Core	3	0	0	3	3	60	0	40	0	100	
44	VI	BBA61CC03	FinTech	Core	3	0	0	3	3	60	0	40	0	100	
45	VI	BBA61CC04	Dissertation Project	Core	6	0	3	0	6	0	0	0	100	100	
46	VI		Specialization Elective (Any one)		3	0	0	3	3	60	0	40	0	100	
	VI	BBA61EH01	Talent Management	Elective											
	VI	BBA61EM01	Digital Marketing	Elective											
	VI	BBA61EF01	Financial Market	Elective											
47	VI	BBA61CE01	Enrichment Course 11 – Aptitude and Logical Reasoning Skills	Enrichment	2	0	0	2	2	0	100	0	0	100	
48	VI	BBA61CE02	Enrichment Course 12 – Journalism	Enrichment	2	0	0	2	2	0	100	0	0	100	
49	VII	MBA11CC01	Advance Human Resource Management	Core	3	0	0	3	3	60	0	40	0	100	
50	VII	MBA11CC02	Advance Marketing Management	Core	3	0	0	3	3	60	0	40	0	100	
51	VII	MBA11CC03	Advance Financial Management	Core	3	0	0	3	3	60	0	40	0	100	
52	VII	MBA11CC04	Financial Statement Analysis	Core	3	0	0	3	3	60	0	40	0	100	
53	VII	MBA11CC05	International Business	Core	3	0	0	3	3	60	0	40	0	100	
54	VII	MBA11CC06	Research Methodology	Core	3	0	0	3	3	60	0	40	0	100	
55	VII	MBA11CC07	Written Communication and Analysis-I	Core	3	0	0	3	3	60	0	40	0	100	
56	VII	MBA11CE13	Enrichment Course 13 : Design Thinking	Enrichment	2	0	0	2	2	0	100	0	0	100	
57	VIII	MBA21CC01	Strategic Management	Core	3	0	0	3	3	60	0	40	0	100	
58	VIII	MBA21CC02	Internal Customer Satisfaction	Core	3	0	0	3	3	60	0	40	0	100	
59	VIII	MBA21CC03	Advanced Data Analysis	Core	3	0	0	3	3	60	0	40	0	100	
60	VIII	MBA21CC04	Written Communication and Analysis-II	Core	3	0	0	3	3	60	0	40	0	100	
61-63	VIII		Specialisation Elective (Any Three)												
	VIII	MBA21EH01	Strategic HRM	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EH02	Strategic Staffing	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EH03	Employee Relations	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EH04	Human Resource Development	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EM01	Strategic Marketing	Elective MM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EM02	Consumer Behaviour	Elective MM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EM03	Integrated Marketing Communication	Elective MM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EM04	Sales and Distribution Management	Elective MM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EF01	Management of Financial Institutions (MFI)	Elective FM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EF02	Investment Analysis & Portfolio Management (IAPM)	Elective FM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EF03	Investment Banking	Elective FM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EF04	Microfinance Management	Elective FM	3	0	0	3	3	60	0	40	0	100	
64	IX	MBA31CC01	Business Ethics and CSR	Core	3	0	0	3	3	60	0	40	0	100	
65	IX	MBA31CC02	Contemporary Issues in Management	Core	3	0	0	3	3	60	0	40	0	100	
66	IX	MBA31CC03	New Enterprise and Innovation Management	Core	3	0	0	3	3	60	0	40	0	100	
67	IX	MBA31CC04	Business Analytics	Core	3	0	0	3	3	60	0	40	0	100	
68	IX	MBA31CC05	Dissertation I	Project	3	0	0	0	3	60	0	40	0	100	
69-71	IX		Specialisation Elective (Any Three)												
	IX	MBA31EH01	Compensation Management	Elective HRM	3	0	0	3	3	60	0	40	0	100	



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	IX	MBA31EH02	Performance Management	Elective HRM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EH03	Organizational Development and Change Management	Elective HRM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EH04	Coaching and Counselling	Elective HRM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EM01	Brand Management	Elective MM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EM02	Pricing Strategies	Elective MM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EM03	Services Marketing	Elective MM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EM04	Marketing Research	Elective MM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EF01	Derivatives and Risk Management	Elective FM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EF02	Mergers, Acquisitions & Corporate Restructuring	Elective FM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EF03	Financial Analytics	Elective FM	3	0	0	3	3	60	0	40	0	100
	IX	MBA31EF04	Financial Planning	Elective FM	3	0	0	3	3	60	0	40	0	100
72	X	MBA41CC01	Management Control System	Core	3	0	0	3	3	60	0	40	0	100
73	X	MBA41CC02	Management Information System	Core	3	0	0	3	3	60	0	40	0	100
74	X	MBA41CC03	Capstone	Core	3	0	0	3	3	60	0	40	0	100
75	X	MBA41CC04	Dissertation II	Project	6	0	3	0	3	0	80	0	120	200
76-78	X		Specialisation Elective (Any Three)											
	X	MBA41EH01	Contemporary Issues in HR	Elective HRM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EH02	HR Analytics	Elective HRM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EH03	International HRM	Elective HRM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EH04	Managing Culture and Diversity	Elective HRM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EM01	International Marketing	Elective MM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EM02	Customer Relationship Management	Elective MM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EM03	Marketing Strategies for Emerging Markets	Elective MM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EM04	Marketing Analytics	Elective MM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EF01	Valuation of Firms	Elective FM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EF02	Introduction to Securitization	Elective FM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EF03	International Banking & Finance	Elective FM	3	0	0	3	3	60	0	40	0	100
	X	MBA41EF04	Corporate Governance	Elective FM	3	0	0	3	3	60	0	40	0	100