



SHREYARTH UNIVERSITY

School of Management Teaching Scheme for MBA Programme Effective from Academic Year- 2024-25

Sr. No.	Subject Code	Subject Name	Category	Teaching Scheme					Evaluation Scheme				
				Credit	Lecture	Tutorial	Practical	Contact Hours	CIE (TH)	CIE (PR)	ESE (TH)	ESE (PR)	Total Marks
Semester-I													
1		Principles of Management	Core	3	0	0	3	3	50	0	50	0	100
2		Managerial Economics	Core	3	0	0	3	3	50	0	50	0	100
3		Organizational Behavior	Core	3	0	0	3	3	50	0	50	0	100
4		Marketing Management	Core	3	0	0	3	3	50	0	50	0	100
5		Financial Accounting	Core	3	0	0	3	3	50	0	50	0	100
6		Business Communication	Core	3	0	0	3	3	50	0	50	0	100
7		Information Technology for Managers	Core	3	0	0	3	3	50	0	50	0	100
Semester-II													
8		Human Resource Management	Core	3	0	0	3	3	50	0	50	0	100
9		Financial Management	Core	3	0	0	3	3	50	0	50	0	100
10		Business Analytics	Core	3	0	0	3	3	50	0	50	0	100
11		Production and Operations Management	Core	3	0	0	3	3	50	0	50	0	100
12		Research Methods for Business	Core	3	0	0	3	3	50	0	50	0	100
13		Data Statistics & Statistical Methods	Core	3	0	0	3	3	50	0	50	0	100
14		Principles of Retailing	Elective	3	0	0	3	3	50	0	50	0	100
Semester-III													
15		Summer Internship	Core	6	0	0	6	0	0	100	0	100	200
16		Strategic Management	Core	3	0	0	3	3	50	0	50	0	100
17		Enterprenuership and Start-Ups	Core	3	0	0	3	3	50	0	50	0	100
18		Advanced Data Analysis	Core	3	0	0	3	3	50	0	50	0	100
19-21		Specialisation Elective (Any Three)											
		Strategic HRM	Elective HRM	3	0	0	3	3	50	0	50	0	100
		HR Analytics	Elective HRM	3	0	0	3	3	50	0	50	0	100
		Employee Relations	Elective HRM	3	0	0	3	3	50	0	50	0	100
		Human Resource Development	Elective HRM	3	0	0	3	3	50	0	50	0	100
		Strategic Marketing	Elective MM	3	0	0	3	3	50	0	50	0	100
		Consumer Behaviour	Elective MM	3	0	0	3	3	50	0	50	0	100
		Integrated Marketing Communication	Elective MM	3	0	0	3	3	50	0	50	0	100



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		Sales and Distribution Management	Elective MM	3	0	0	3	3	50	0	50	0	100
		Management of Financial Institutions (MFI)	Elective FM	3	0	0	3	3	50	0	50	0	100
		Investment Analysis & Portfolio Management	Elective FM	3	0	0	3	3	50	0	50	0	100
		Investment Banking	Elective FM	3	0	0	3	3	50	0	50	0	100
		Microfinance Management	Elective FM	3	0	0	3	3	50	0	50	0	100
Semester-IV													
22		Business Ethics and CSR	Core	3	0	0	3	3	50	0	50	0	100
23		Management Control System	Core	3	0	0	3	3	50	0	50	0	100
24		Contemporary Issues in Management	Core	3	0	0	3	3	50	0	50	0	100
25		Business Analytics	Core	3	0	0	3	3	50	0	50	0	100
26		Comprehensiv Project Report	Project	6	0	0	6	0	0	100	0	100	200
27-29		Specialisation Elective (Any Three)											
		Compensation Management	Elective HRM	3	0	0	3	3	50	0	50	0	100
		Performance Management	Elective HRM	3	0	0	3	3	50	0	50	0	100
		Organizational Development and Change Ma	Elective HRM	3	0	0	3	3	50	0	50	0	100
		Coaching and Counselling	Elective HRM	3	0	0	3	3	50	0	50	0	100
		Brand Management	Elective MM	3	0	0	3	3	50	0	50	0	100
		Pricing Strategies	Elective MM	3	0	0	3	3	50	0	50	0	100
		Services Marketing	Elective MM	3	0	0	3	3	50	0	50	0	100
		Marketing Research	Elective MM	3	0	0	3	3	50	0	50	0	100
		Derivatives and Risk Management	Elective FM	3	0	0	3	3	50	0	50	0	100
		Mergers, Acquisitions & Corporate Restructu	Elective FM	3	0	0	3	3	50	0	50	0	100
		Financial Analytics	Elective FM	3	0	0	3	3	50	0	50	0	100
		Financial Planning	Elective FM	3	0	0	3	3	50	0	50	0	100