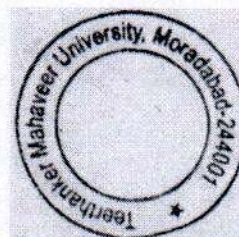


Study & Evaluation Scheme

Master of Business Administration (Corporate)

[Applicable w.e.f. Academic Session - 2019-20 till revised]

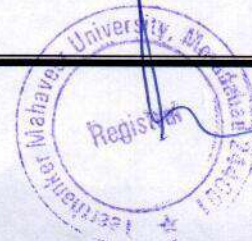
[As per CBCS guidelines given by UGC]



TEERTHANKER MAHAVEER UNIVERSITY

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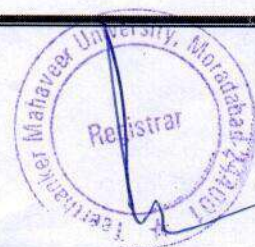


MBA degree will be 102 credits. Out of 87 credits of classroom contact teaching, 30 credits are to be allotted for core courses (CC), 6 credits are allotted to ability enhancement courses (AECC), 9 credits are allotted to skill enhancement courses (SEC), 12 credits are allotted to open/generic elective courses (GEC), and rest of 30 credits for discipline specific elective courses (DSEC).

The institute offers MBA (Corporate) with dual specialization- that means a student will have the two specializations (domains) viz., Banking & Financial Services and Retail Management. Both are compulsory. Due to dynamism in business environment and manifold expansion of market in the present scenario, various industries require candidates with strong multitasking abilities. There is a massive demand for candidates who can fit into diversified roles with adequate efficiency, especially in the areas/specialization offered and an MBA (Corporate) degree with dual-specialization solves this demand-supply gap.

Course handouts for students will be provided in every course. A course handout is a thorough teaching plan of a faculty taking up a course. It is a blueprint which will guide the students about the pedagogical tools being used at different stages of the syllabus coverage and more specifically the topic-wise complete plan of discourse that is, how the faculty members treat each and every topic from the syllabus and what they want the student to do, as an extra effort, for an effective learning. It may be a case study, a role play, a classroom exercise, an assignment- home or field, or anything else which is relevant and which can enhance their learning about that particular concept or topic. Due to limited availability of time most relevant topics will have this kind of method in course handout.

MBA Corporate : Two-Year (4-Semester) CBCS Programme			
Basic Structure: Distribution of Courses			
S.no	Category	Credit Hours	Total Credits
1	Core Course (CC)	10 Courses of 3Hrs. / week/ course (Total Hrs. 33/ week / course)	30
2	Ability-Enhancement Compulsory Course (AECC)	3 Courses of 2 Hrs. / week / course (Total Hrs. 6/ week / course)	6
3	Skill-Enhancement Elective Course (SEC)	3 Courses of 3Hrs. / week/ course (Total Hrs. 6/ week / course)	9
4	Generic Elective Course (GEC)	4 Courses of 3 Hrs. / week/ course (Total Hrs. 6/ week / course)	12
5	Program/Discipline Specific Elective Course (DSEC)	10 Courses of 3 Hrs. / week/ course (Total Hrs. 6/ week / course)	30
6	Value Added Course (VAC)	4 Courses of 8 Hrs. / week/ course (Total Hrs. 8/ week / course)	0
7	Viva –Voce for SII Evaluation, Summer Internship Report Evaluation and Dissertation Report Evaluation	1 Course of 2Hrs. / week/ course (Total Hrs. 6/ week / course)	2
		1 Course of 6Hrs. / week/ course (Total Hrs. 6/ week / course)	6
		1 Course of 9Hrs. / week/ course (Total Hrs. 6/ week / course)	9
8	Project Report on Global Industrial Tour Evaluation	1 Course of 4 Hrs. / week/ course (Total Hrs. 6/ week / course)	4
Total Credits			108



Contact hours include work related to Lecture, Tutorial and Practical (LTP), where our institution will have flexibility to decide course wise requirements.

B. Choice Based Credit System (CBCS):

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve his target number of credits as specified by the UGC and adopted by our University. The following is the course module designed for the MBA (Corporate) program:

- **Core Course (CC):** Core courses of MBA (Corporate) program will provide a holistic approach to management education, giving students an overview of the field, a basis to build and specialize upon. These core courses are the strong foundation to establish management knowledge and provide broad multi-disciplined knowledge can be studied further in depth during the elective phase. The core courses will provide knowledge that is more practical, case-based lessons and collaborative learning models. It will train the students to analyze, decide, and lead rather than merely know while creating a common student experience that can foster deep understanding, develop decision-making ability and contribute to the business and community at large. A wide range of core courses provides groundwork in the basic management disciplines: accounting, marketing, responsible business, finance, organizational behavior and human resources, statistics, strategy etc. The integrated foundation is important for students because it will not only allow them to build upon existing skills, but they can also explore career options in a range of industries, and expand their understanding of various business fields. We offer core courses in semester I, II & III during the MBA (Corporate) program. There will be 3 credits for each core course offered.
- **Ability Enhancement Compulsory Course (AECC):** As per the guidelines of Choice Based Credit System (CBCS) for all Universities, including the private Universities, the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English) and other related courses where they might find it difficult to communicate at a higher level in their prospective job at a later stage due to lack of practice and exposure in the language, etc. Students are motivated to learn the theories, fundamentals and tools of communication that can help them develop and sustain in the corporate environment and culture. We offer three AECCs to choose from a list- one in Semester I & two in Semester II of the program. Each AECC will be of 2 credits.
- **Skill Enhancement Course:** This course is designed to provide value-based and/or skill-based knowledge. We offer four SECs- one each in I Semester & II Semester and two in III Semester. One SEC will carry 3 credits each.
- **Generic Elective Course (GEC):** Generic Elective is an interdisciplinary additional subject that is compulsory in the first and second semester of a program. The score of Generic Elective is counted in your overall aggregate marks under Choice Based Credit System (CBCS). Each Generic Elective paper will be of 3 Credits and students will have the choice of taking 4 GE's: 2 each in Semester I & II. Core/ Discipline Specific Electives will not be offered as Generic Electives.
- **Value Added Course (VAC):** A value added course is a non-credit audit course which is basically meant to enhance general ability of students in areas like soft skills, quantitative aptitude and reasoning ability - required for the overall development of a student and at the same time crucial for industry/corporate demands and requirements. The student possessing these skills will definitely develop acumen to perform well during the recruitment process of any premier organization and will have the desired confidence to face the interview. Moreover, these skills are also essential in

