

Pre Revision

Study & Evaluation Scheme
of
Master of Business Administration
[Applicable w.e.f. Academic Session 2018-19]
MBA (Corporate) Collaboration with U.R.Services



TEERTHANKER MAHAVEER UNIVERSITY
N.H.-24, Delhi Road, Moradabad, Uttar Pradesh-244001
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Study & Evaluation Scheme
Programme: M.B.A. (Corporate) with UR Services
Semester I

S. No	Course Code	Subject	Subject Owner	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	MBA101	Principles of Management	TMU	4	-	-	4	40	60	100
2	MBA103	Managerial Economics	TMU	4	-	-	4	40	60	100
3	MBA108	Organizational Behavior	TMU	4	-	-	4	40	60	100
4	MBA131	Computer Fundamentals, Internet & MS Office	TMU	4	-	-	4	40	60	100
5	MBA110	Quantitative Techniques for Management	TMU	3	2	-	4	40	60	100
6	MBA111	Accounting for Managers	UR	3	2	-	4	40	60	100
7	MBA112	Business Ethics	TMU	4	-	-	4	40	60	100
8	MBA113	Communication Skills-1	UR	3	-	2	4	40	60	100
9	MBA152	SII (Seminar – Industry Interaction)	UR+TMU	-	2	-	2	50	50	100
TOTAL				29	6	2	34	370	530	900

Semester II

S. No	Course Code	Subject	Subject Owner	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	MBA201	Marketing Management	UR	4	-	-	4	40	60	100
2	MBA202	Business Research	TMU	4	-	-	4	40	60	100
3	MBA203	Production & Operation Management	TMU	3	2	-	4	40	60	100
4	MBA205	Human Resource Management	UR	4	-	-	4	40	60	100
5	MBA209	Financial Management	UR	3	2	-	4	40	60	100
6	MBA210	Business Environment	TMU	4	-	-	4	40	60	100
7	MBA211/MBA302	Entrepreneurship Development	TMU	4	-	-	4	40	60	100
8	MBA212	Communication Skills-2	UR	3	-	2	4	40	60	100
TOTAL				29	4	2	32	320	480	800

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Semester III

S. No	Course Code	Subject	Subject Owner	Periods			Credits	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	MBA301	Management Information System	TMU	3	2	-	4	40	60	100
2		Specialization Group-1 (Major)	UR	3	2	-	4	40	60	100
3		Specialization Group-1 (Major)	UR	3	2	-	4	40	60	100
4		Specialization Group-1 (Major)	UR	3	2	-	4	40	60	100
5		Specialization Group-2 (Minor) *	TMU	4	-	-	4	40	60	100
6		Specialization Group-2 (Minor) *	TMU	4	-	-	4	40	60	100
7		Specialization Group-2/3 (Minor) *	UR	4	-	-	4	40	60	100
8	MBA351	Summer Training Project Report	TMU+UR	-	-	-	4	50	50	100
Total				2	8	0	32	330	470	800

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Specialization Groups:

Finance	Marketing	HR	IB
MBF304 (Security Analysis and Portfolio Management)	MBM304/MBR301 (Retail Management)	MBH304 (Performance Management)	MBI301 (International Business Management)
MBF305 (Financial and Capital Market Management)	MBM302 (Brand. Management)	MBH305 (Human Resource Development Strategy)	MBI302 (Export, Import- Policy and Documentation)
MBF306 (Project Management)	MBM303/MBE303 (Service Marketing)	MBH306 (Human Resource Planning and Management)	MBI304 (Export and Import Management)

Note:

L – Lecture
1L = 1Hr

T- Tutorial
1T= 1 Hr

P- Practical
1P=1 Hr

C-Credits
1C = 1Hr of Theory Paper
= 2 Hrs of Practical/Tutorial

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Semester - IV

S. N	Course Code	Subject	Subject Owner	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	MBA401	Strategic Management	TMU	4	-	-	4	40	60	100
2		Specialization Group-1 (Major)	TMU	3	2	-	4	40	60	100
3		Specialization Group-1 (Major)	UR	3	2	-	4	40	60	100
4		Specialization Group-1 (Major)	UR	3	2	-	4	40	60	100
5		Specialization Group-2 (Minor) *	UR	4	-	-	4	40	60	100
6		Specialization Group-2 (Minor) *	UR	4	-	-	4	40	60	100
7		Specialization Group-2/3 (Minor)*	UR	4	-	-	4	40	60	100
8	MBA453	Report on Global Industry Visit	TMU+UR	-	-	-	4	50	50	100
Total				25	6	0	32	330	470	800

Specialization Groups:

Finance	Marketing	HR	IB
MBF401 (International Financial Management)	MBM403 (Advertising and Sales Promotion)	MBH403 (Negotiation and Conflict Management)	MBI401 (Forex Management)
MBF403 (Derivatives and Risk Management)	MBM404 (Consumer Behaviour)	MBH404 (Organization Change and Development)	MBI404 (International Marketing Management)
MBF404 (Management of Banking & Financial Services)	MBM405 (Rural Marketing)	MBH405 (Industrial Relations and Labour Laws)	MBI405 (International Business Environment)

Note:

L – Lecture
1L = 1Hr

T- Tutorial
1T= 1 Hr

P- Practical
1P=1 Hr

C-Credits
1C = 1Hr of Theory Paper
= 2 Hrs of Practical/Tutorial

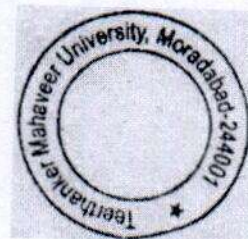


Post Revision

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]



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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 3 Hrs. / 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 3 Hrs. / 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 2 Hrs. / week / course (Total Hrs. 6 / week / course)	2
		1 Course of 6 Hrs. / week / course (Total Hrs. 6 / week / course)	6
		1 Course of 9 Hrs. / 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



day-to-day life of the corporate world. The aim is to nurture every student for making effective communication, developing aptitude and a general reasoning ability for a better performance, as desired in corporate world. There shall be one course each in Semester I & Semester II and will carry no credit, however, it will be compulsory for every student to pass these courses with minimum 45% marks to be eligible for certificates. Marks/ Credits will not be included in the calculation of CGPI.

- **Program/Discipline Specific Elective Course (DSEC):** The discipline specific elective course is chosen to make students specialist or having specialized knowledge of a specific domain like marketing, finance, etc. It will be covered in two semesters (III & IV) of second year of the program relevant to chosen/offered disciplines of core courses of the program. The student of the MBA (Corporate) program will have to undergo the two-compulsory industry-oriented modules (as specializations) offered, i.e., Banking & Financial Services, and Retail Management. Each student will have to choose five discipline specific elective courses (DSECs) in both the compulsory specializations; 3 in Semester III and 2 in Semester IV respectively. Each DSEC will carry 3 credits.

C. Programme Specific Outcomes (PSOs): The learning and abilities or skills that a student would have developed by the end of two-year **MBA (Corporate) program** are:

PSO – 1	Understanding management concepts, techniques & tools related to the business operations/functions.
PSO – 2	Demonstrating effective communication & soft skills to deal with corporate environment.
PSO – 3	Demonstrating problem-solving skills & decision making ability as a professional manager.
PSO – 5	Articulating business context in terms of functional aspects and develop functional competency & skills.
PSO – 6	Applying managerial tools & techniques for solutions to a specific problem faced by an enterprise and demonstrating the application of specific concept (s) in that context.
PSO – 7	Demonstrating analytical and evaluating skills in managerial situations.
PSO – 8	Understanding and developing strategic orientation to organization & functional areas and formulating & applying strategy in competitive environment.
PSO – 9	Understanding the issues pertaining to leadership in a given context of an enterprise & able to lead the team.
PSO – 10	Understanding the international context of business environment & its implications for the organizations.
PSO – 11	Formulating & executing strategy at functional (Marketing, Human resource, Finance and International Business) & business level.

D. Pedagogy & Unique practices adopted: “Pedagogy is the method and practice of teaching, especially for teaching an academic subject or theoretical concept”. In addition to conventional time-tested lecture method, the institute will **emphasize on experiential learning:**

MBA (Corporate) Syllabus as per CBCS (2019-20)



1. **Bridge Courses:** At the start of the MBA program, college will organize Orientation Program for the enrolled students. Along with the Orientation Program i.e. before commencement of the First semester, students (on the basis of student's previous studies and background) will undergo Bridge Courses in Accounting & Statistics. The Course on Accounting serves the purpose of securing a footing for students with a non-accounting background and introduces them to the basic building blocks of accounting. The course on Statistics is designed to prepare students for high-level performance in different courses requiring Quantitative Applications and analytical skills.
2. **Experiential Learning:** Student will be imparted education with an objective of learning through experiences with the help of tools viz. Cases, Role Play – Simulation, Video Based Learning (VBL) & Learning through Movies (LTM), Field/Live Projects, Industrial Visits, Special Guest Lectures (SGL) & Extra & Student Development Programs (SDP).
3. **Case Based Learning:** Case based learning enhances student skills at delineating the critical decision dilemmas faced by organizations, helps in applying concepts, principles and analytical skills to solve the delineated problems and develops effective templates for business problem solving. Case method of teaching is used as a critical learning tool for effective learning and we encourage it to the fullest. We make it compulsory to teach at least one case study in each unit of every course in MBA program.
4. **Role Play & Simulation:** Role-play and simulation are forms of experiential learning. Learners take on different roles, assuming a profile of a character or personality, and interact and participate in diverse and complex learning settings. Role-play and simulation function as learning tools for teams and groups or individuals as they "play" online or face-to-face. They alter the power ratios in teaching and learning relationships between students and educators, as students learn through their explorations and the viewpoints of the character or personality they are articulating in the environment. This student-centered space can enable learner-oriented assessment, where the design of the task is created for active student learning. Therefore, role-play & simulation exercises such as virtual share trading, marketing simulation etc. are being promoted for the practical-based experiential learning of our students.
5. **Video Based Learning (VBL) & Learning through Movies (LTM):** These days technology has taken a front seat and classrooms are well equipped with equipment and gadgets. Video-based learning has become an indispensable part of learning. Similarly, students can learn various concepts through movies. In fact, many teachers give examples from movies during their discourses. Making students learn few important theoretical concepts through VBL & LTM is a good idea and method. The learning becomes really interesting and easy as videos add life to concepts and make the learning engaging and effective. Therefore, our institute is promoting VBL & LTM, wherever possible.
6. **Field/Live Projects:** The students, who take up experiential projects in companies, where senior executives with a stake in teaching guide them, drive the learning. All students are encouraged to do some live project other their regular classes.
7. **Industrial Visits:** Industrial visit are essential to give students hand-on exposure and experience of how things and processes work in industries. Our institute organizes such visits to enhance students' exposure to practical learning and work out for a report of such a visit relating to their specific topic, course or even domain.
8. **MOOCS:** Students may earn credits by passing MOOCS as decided by the college from time to time.
9. **Special Guest Lectures (SGL) & Extra Mural Lectures (EML):** Some topics/concepts need extra attention and efforts as they either may be high in difficulty level or requires experts from specific industry/domain to make things/concepts clear for a better understanding from the perspective of the industry. Hence, to cater to the present needs of industry we organize such lectures, as part of lecture-series and invite prominent personalities from academia and industry from time to time to deliver their vital inputs and insights.
10. **Student Development Programs (SDP):** Harnessing and developing the right talent for the right industry an overall development of a student is required. Apart from the curriculum teaching various student development programs (training programs) relating to soft skills, interview skills,



SAP, Advanced excel training etc. that may be required as per the need of the student and industry trends, are conducted across the whole program. Participation in such programs is solicited through volunteering and consensus.

11. **Industry Focused programmes:** Establishing collaborations with various industry partners to deliver the programme on sharing basis. The specific courses are to be delivered by industry experts to provide practice based insight to the students.
12. **Special Assistance Programme for slow learners & fast learners:** write the note how would you identify slow learners, develop the mechanism to correcting knowledge gap. Terms of advance topics what learning challenging it will be provided to the fast learners.
13. **Orientation Program:** Student orientation programme plays an important role in a student's transition to a university life. Orientation programmes are aimed at familiarizing the students to an unknown campus environment, its faculties and infrastructure. It enables them to make essential connection with studies and develop network among other peers.
 - a. The orientation program would be of approximately 2 weeks. The main purpose of the orientation program is to make the students aware of institute policy rules and assets so that students would feel comfortable when they join that college.
 - b. Various topics would be covered in the orientation program like:
 - ✓ Bridge Courses: Accounting & Statistics.
 - ✓ Introducing students to their college life.
 - ✓ Incorporating them in the university environment.
 - ✓ Giving the opportunity to the university members and faculties to get connected to the new batch.
 - ✓ Awareness of linkages among Society, Environment, Education & Development.
 - ✓ Philosophy of Education, Indian Education System and Pedagogy.
 - ✓ Background for enriching Subject Knowledge.
 - ✓ Personality Development and Management.
 - ✓ Information Technology and Computer Awareness.
14. **Mentoring scheme:** Mentoring schemes aim to provide a forum in which students can talk about common issues such as their career development, share their experiences and discuss challenges they are facing, their problems related with college or outside college. They talk with their mentors and mentors provide them solutions.
15. **Career & personal counseling:** It is a process that will help the student to know and understand yourself and the world of work in order to make **career**, educational, and life decisions. **Career** development is more than just deciding on a major and what job you want to get when you graduate. Corporate Resource Cell or Placement Cell provides support to shape the students to a brighter future. The CRC majorly helps students by:
 - **Career Counseling:**

The main reason of consulting this department was your uncertainty about career prospects. With the view of catering to this need of the students, the Corporate Resource Centers have employed proficient counselors who are familiar with the contemporary industry trends. CRCs also provide guidance and mentoring for all choice-based career options like Placements, Entrepreneurship, Higher Studies services. By knocking their door, you would be able to bring your thoughts to the table and in return, they would be able to guide you in the right direction.
 - **Workshops:**

Before expanding your skills and way before propelling you in the industry, the department will brief you about the requirements through regular workshops. Through these workshops, the students are given insights on the topics such as designing an impressive CV with the assistance of latest tools and techniques, the use of different applications, etc.
 - **All-inclusive Training:**

Placement centers have a full hold on the training activities. In furtherance of sharpening the skills apropos to recent demands, these centers conduct interwoven training sessions

like Training on Aptitude, Logical Reasoning and Quantitative skills. Employability Assessment Test is conducted periodically to check the progress of training and assess the skill level of the student for various sectors of jobs. Also training is provided on latest technologies which are relevant to the industry needs of today. From communication skills to clothing etiquette, these centers incorporate each and every aspect of your personality. This training is the tipping point which instills full confidence and desired skills in you.

- **Mock Interviews:**

Interviews, for some, are herculean tasks while for others they are child's play. Undoubtedly, it is all intrinsic to our nature but these things can be transfigured with some tactics. Now, those techniques which construct a smooth road to success, are with career services center workers-they know what needs to be done. So, with the help of mock interviews, your nervousness is reduced and one gets an opportunity to improve on the weak areas. This indeed proves to be a great help for the final face-off!

- **Internships:**

For unveiling the real-life working and functions of any company, internships are indispensable alternative for providing complete know-how of the company. Here, the students undergo training at the actual physical locations. These are of utter importance as they give the students the much-required experiential learning. These internship programs let the students ponder their choices. Through these internships, the students are exposed to situations to adapt for taking on the challenges as they venture into the professional workspace. Students will undergo Internship, supported by college and collaborative partner after 2nd semester for a period of 45 – 60 days during summer break. The Evaluation of Summer Internship will be done through Student's Summer Internship Report in the examinations of 3rd semester.

- **On / Off Campus placement:**

Placement centers are the driving forces behind on-campus recruitments. Those who work under the head of this department make a strategic alliance with a gamut of companies. During and towards the end of the session, companies visit the campus. As inexperienced candidate may face trouble finding a befitting job, so these centers actually help them in bypassing that trouble and become more confident and prepared. All in all, consulting your placement center is always a great option for it resolves numerous career-related issues. Taking its working and functioning into account, placement center emerges as a helpful department. From counseling the students to boosting morale, it provides every possible help needed. While adding something more to your portfolio, it gives back-end support for a better career avenue to the student and in regard to this, one should never ignore it.

16. **Competitive exam preparation:** Competitive exams require a certain mindset and understanding which is quite different from a regular school or college academic test. Aptitude, Logical Reasoning, Computer Questions will help the students to prepare for Online Exam. Apart from revision, another important thing is to practice. This practice can include previous year's paper and the test papers of the exams that are available online.
17. **Extracurricular Activities:** An **extracurricular activity** is an **activity** that is not required by the course of study at your university. They are not obligatory but are invaluable in developing your talents and practical skills. Some of these **activities**, such as fundraising and volunteering, not only benefit you but also help others. Organizing & participation in extracurricular activities will be mandatory to help students develop confidence & face audience with care.
18. **Participation in Seminars/ Workshop and Writing and Presenting Papers:** As per the requirement of course, students have to participate in various seminars/ workshops. Students have to develop writing research articles and also develop the presentation skills under the guidance of faculty members.



19. **Formation of Students Clubs, Membership and Organizing & Participating Events:** Various clubs are to be formed like Marketing Club, Finance Club, H.R. Club, Naukri Club etc. as per requirement of programme. These clubs shall organize various events on time to time basis to create a experiential leaning environment for the students. The membership of clubs is voluntary.
20. **Capability Enhancement & Development Schemes:** Time to time program coordinator shall organize capability enhancement program for students which are essential to complete the degree which are not covered in the syllabus.
21. **Library Visits and Utilization of E – Learning Resources:** Course faculties will ensures the regular visit of the student to the library and help them to utilize the available resources in the library

