



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
Master of Business Administration, 2020

SEMESTER – I

Course Code	Course Name	L - T - P	Credits	Total Marks
MBA101	Managerial (Micro) Economics	2-1-0	3	100
MBA102	Business Communication	2-1-0	3	100
MBA103	Legal and Business Environment	2-1-0	3	100
MBA104	Financial Reporting, Statements and Analysis	2-1-0	3	100
MBA105	Computer Application for Business	2-1-0	3	100
MBA106	Management Process and Organizational Behaviour	2-1-0	3	100
MBA107	Business Statistics and Analytics for Decision Making	2-1-0	3	100
MBA108	Indian Ethos and Business Ethics	2-1-0	3	100
	Total		24	800

SEMESTER – II

Course Code	Course Name	L - T - P	Credits	Total Marks
MBA201	Indian Economy and Policy	2-1-0	3	100
MBA202	Marketing Management	2-1-0	3	100
MBA203	Production and Operations Management	2-1-0	3	100
MBA204	Human Resources Management	2-1-0	3	100
MBA205	Corporate Strategy	2-1-0	3	100
MBA206	Business Research Methods	2-1-0	3	100
MBA207	Corporate Finance	2-1-0	3	100
MBA208	Quantitative Techniques	2-1-0	3	100
	Total		24	800



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SEMESTER – III

Course Code	Course Name	L - T - P	Credits	Total Marks
MBA301	Entrepreneurship & Corporate Social Responsibility	2-1-0	3	100
MBA302	Banking & Insurance	2-1-0	3	100
Specialization -Marketing				
MM301	Sales and Distribution Management	3-1-0	4	100
MM302	Retail Management	3-1-0	4	100
MM303	Rural Marketing	3-1-0	4	100
MM304	Product and Brand Management	3-1-0	4	100
Specialization -Finance				
FM301	Investment Analysis and Portfolio Management	3-1-0	4	100
FM302	Project Appraisal & Finance	3-1-0	4	100
FM303	Valuation (Securities and Firms)	3-1-0	4	100
FM304	Financial Markets and Services	3-1-0	4	100
Specialization – Human Resource Management				
HR301	Manpower Planning, Recruitment and Selection	3-1-0	4	100
HR302	Employee Relations	3-1-0	4	100
HR303	Compensation and Benefits Management	3-1-0	4	100
HR304	Performance Management System	3-1-0	4	100
Specialization- (MINOR) (ANY ONE)				



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MM301	Sales and Distribution Management	3-1-0	4	100
FM304	Financial Markets and Services	3-1-0	4	100
HR304	Performance Management System	3-1-0	4	100
SM301	Database Management	3-1-0	4	100
	Total		26	700

SEMESTER – IV

Course Code	Course Name	L - T - P	Credits	Total Marks
MBA401	Project Management	2-1-0	3	100
Specialization -Marketing				
MM401	Consumer Behaviour	3-1-0	4	100
MM402	Digital and Social Media Marketing	3-1-0	4	100
MM403	Services Marketing	3-1-0	4	100
MM404	International Marketing	3-1-0	4	100
Specialization -Finance				
FM401	Mergers, Acquisitions and Corporate Restructuring	3-1-0	4	100
FM402	Financial Derivatives	3-1-0	4	100
FM403	International Finance	3-1-0	4	100
FM404	Taxation	3-1-0	4	100
Specialization – Human Resource Management				
HR401	Organization Change and Development	3-1-0	4	100
HR402	Team Dynamics at Work	3-1-0	4	100



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HR403	Strategic Human Resource Management	3-1-0	4	100
HR404	International Human Resource Management	3-1-0	4	100
Specialization- (MINOR) (ANY ONE)				
MM403	Services Marketing	3-1-0	4	100
FM404	Taxation	3-1-0	4	100
HR402	Team Dynamics at Work	3-1-0	4	100
SM401	E-Commerce and Digital Marketing	3-1-0	4	100
MBA481	Internship / Field Work		6	100
	Total		29	700

Total Credit: 103

Specializations/Electives Courses:

Finance

- A. Investment Analysis and Portfolio Management
- B. Managing Banks and Financial Institutions
- C. Project Appraisal and Finance
- D. Valuation (Securities and Firms)
- E. Financial Markets and Services
- F. Mergers, Acquisitions and Corporate Restructuring
- G. Financial Derivatives
- H. International Finance
- I. Behavior Finance
- J. Taxation

Marketing

- A. Consumer Behaviour
- B. B2B Marketing
- C. Retail Management
- D. Sales and Distribution Management
- E. Rural Marketing
- F. Integrated Marketing Communications/ Promotion Strategy



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- G. Digital and Social Media Marketing
- H. Product & Brand Management
- I. Services Marketing
- J. International Marketing

Human Resource

- A. Manpower Planning, Recruitment and Selection
- B. Employee Relations
- C. Human Resource Metrics and Analytics
- D. Compensation and Benefits Management
- E. Performance Management System
- F. Organization Change and Development
- G. Strategic HRM
- H. International HRM
- I. Team Dynamics at Work
- J. Understanding Self: Indian Perspective

Systems

- A. Managing Software Projects
- B. Managing Digital Innovation and Transformation
- C. IT Consulting
- D. E-Commerce and Digital Markets
- E. Strategic Management of IT
- F. Managing Digital Platforms
- G. Database Management
- H. System Analysis & Design
- I. Fundamentals Of Networking
- J. Software Management