



**BRAINWARE UNIVERSITY**  
**DEPARTMENT OF MANAGEMENT & COMMERCE**  
**Course Structure: Master of Business Administration 2017**

**SEMESTER-I**

Paper Code	Paper Name	L-T-P	Credits	Total Marks
MBA(HU)101	Business Communication and Soft Skill Development	4-0-0	4	100
MBA101	Business Economics (Micro and Macro)	3-1-0	4	100
MBA102	Computer Application in Management and Advanced Excel	2-1-2	4	100
MBA103	Principles of Management and Organizational Behaviour	3-1-0	4	100
MBA104	Business Mathematics and Statistics	3-1-0	4	100
MBA105	Basic Accounting and Financial Statement Analysis	3-1-0	4	100
MBA106	Indian Social Structure and Ethics in Business	3-1-0	4	100
MBA107	Commercial and Industrial Laws	3-1-0	4	100
	Total		32	800

**SEMESTER-II**

Paper Code	Paper Name	L-T-P	Credits	Total Marks
MBA201	Strategic Management	3-1-0	4	100
MBA202	Marketing Management	3-1-0	4	100
MBA203	Advanced Statistics	3-1-0	4	100
MBA204	Project, Production & Operations Management	3-1-0	4	100
MBA205	Research Methodology and Macro Economics	3-1-0	4	100
MBA206	Human Resource Management	3-1-0	4	100
MBA207	Financial Management and Management Accounting	3-1-0	4	100
MBA(HU)291	Business Communication Lab	0-0-2	2	100
MBA291	Management Lab	0-0-2	2	100
	Total		32	900

**SEMESTER-III**

Paper Code	Paper Name	L-T-P	Credits	Total Marks
MBA301	Operations Research	3-1-0	4	100
MBA381	Project Work and Viva Voce		8	100
<b>Specialization -Marketing</b>				
MM301	Sales and Distribution Management	3-1-0	4	100
MM302	Advertising and Sales Promotion	3-1-0	4	100
MM303	Marketing Research	3-1-0	4	100
MM304	Rural Marketing	3-1-0	4	100
<b>Specialization –Human Resource</b>				
HR301	Employment and Compensation Administration	3-1-0	4	100
HR302	Human Resource Planning and Human Resource Development	3-1-0	4	100
HR303	Labour Laws	3-1-0	4	100
HR304	Performance Management	3-1-0	4	100
<b>Specialization -Finance</b>				
FM301	Corporate Taxation and Tax Planning	3-1-0	4	100
FM302	Corporate Finance	3-1-0	4	100
FM303	Security Analysis and Portfolio Management	3-1-0	4	100
FM304	Business Analysis	3-1-0	4	100
<b>Specialization –Retail Management</b>				
RM301	Visual Merchandising and Retail Store Management	3-1-0	4	100
RM302	Retail Information Systems and E Retailing	3-1-0	4	100
RM303	Supply Chain Management in Retailing	3-1-0	4	100
RM304	Retail Sales Techniques and Promotion	3-1-0	4	100
<b>Specialization –Systems (only Minor)</b>				
SM301	Database Management System	2-0-2	4	100
	Total		32	700

**SEMESTER-IV**

Paper Code	Paper Name	L-T-P	Credits	Total Marks
MBA401	Project Management and Entrepreneurship Development	3-1-0	4	100
MBA402	Environment Management and Organizational Behaviour	3-1-0	4	100

MBA481	Grand Viva		4	100
<b>Specialization -Marketing</b>				
MM401	International Marketing	3-1-0	4	100
MM402	Service Marketing	3-1-0	4	100
MM403	Consumer Behaviour	3-1-0	4	100
MM404	Product and Brand Management	3-1-0	4	100
<b>Specialization –Human Resource</b>				
HR401	Industrial Relations	3-1-0	4	100
HR402	Organizational Development	3-1-0	4	100
HR403	Strategic Human Resource Management	3-1-0	4	100
HR404	Managerial Counseling and Negotiation Skills	3-1-0	4	100
<b>Specialization -Finance</b>				
FM401	Management of Financial services and Institutes	3-1-0	4	100
FM402	Multinational Financial Management	3-1-0	4	100
FM403	Financial Derivatives, Options, Futures and Risk Management	3-1-0	4	100
FM404	Financial Planning and Wealth Management	3-1-0	4	100
<b>Specialization –Retail Management</b>				
RM401	Retail Branding and Customer Relationship Management	3-1-0	4	100
RM402	Consumer Behaviour in Retailing	3-1-0	4	100
RM403	International Retailing	3-1-0	4	100
RM404	Franchising in Retailing	3-1-0	4	100
<b>Specialization –Systems (only Minor)</b>				
SM401	E Business	3-1-0	4	100
	Total		32	800

Total Credit: 128