



PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAM

S. No.	Structure of MBA (Dual Specialization) Program	Credits	Number of Courses
1	Core Courses	56	20
2	Personal and Professional Development (PPD) Courses	8	5
2	Specialization Area		
	a) Specialization Core Courses	16	8
	b) Specialization Elective Courses	8	4
	Sub Total	24	14
3	Open Elective Courses	4	2
4	Summer Internship	4	1
5	Industrial Practice/Dissertation	6	1
6	University Learning Course	1	1
	Total Credits	103	44

**MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAM
PROGRAM CURRICULUM**

MBA 2018-20 PROGRAM STRUCTURE

MBA 2018-20 PROGRAM STRUCTURE		
<i>Semester</i>	Courses	Total Credits
<i>Semester I</i>	3 Core Course x 2 Credits	6 Credits
	3 Core Courses x 3 Credits	9 Credits
	2 Core Courses x 4 Credits	8 Credits
	2 PPD Courses (2 + 1.5 credits)	3.5 credits
	Sub-Total	26.5 Credits
<i>Semester II</i>	1 Core Course	2 Credits
	1 Core Course x 4 Credit	4 Credits
	7 Core Courses x 3 Credits	21 Credits
	1 PPD Course x 1.5Credits	1.5 Credits
	1 University Learning Course	1 Credit
	Sub-Total	29.5 Credits
<i>Internship</i>	Summer Internship (after II Semester for 8weeks)	4 Credits
<i>Semester III</i>	2 PPD Courses (1.5 + 1.5 Credits)	3 Credits
	3 Core Courses x 2 Credits	6 Credits
	Specialization (A) – 3 Core Courses x 2 Credits	6 Credits
	Specialization (B) – 3 Core Courses x 2 Credits	6 Credits
	Specialization (A) Elective – 1 Course x 2 Credits	2 Credits
	Specialization (B) Elective – 1 Course x 2 Credits	2 Credits
	Sub-Total	25 Credits
<i>Semester IV</i>	Specialization (A) – 1 Core Course x 2 Credits	2 Credits
	Specialization (B) – 1 Core Course x 2 Credits	2 Credits
	Specialization (A) – 1 Elective Course x 2 Credits	2 Credits
	Specialization (B) – 1 Elective Course x 2 Credits	2 Credits
	Open Elective – 2 Courses x 2 Credits	4 Credits
	Sub-Total	12 Credits
<i>Industrial Practice</i>	Industrial Practice/Dissertation (during IV Semester for 10 weeks)	6 Credits
	Grand Total	103 Credits

MBA 2018-20 PROGRAM CURRICULUM

SEMESTER-WISE COURSES

I SEMESTER							
S. No.	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS
			L	T	P	Credits	
1	MGT101	Communication for Managers	1	0	2	2	3
2	FIN101	Financial Accounting for Managers	3	1	0	4	4
3	ECO101	Microeconomics for Managers	3	0	0	3	3
4	MKT101	Marketing Management-I	3	0	0	3	3
5	MGT102	Management Information Systems	2	0	0	2	2
6	HRM101	Organizational Behaviour	3	0	0	3	3
7	MGT103	Business Statistics	3	1	0	4	4
8	PPS101	Personality Development-I	0	0	3	1.5	3
9	MGT104	Spreadsheets for Managers	1	0	2	2	3
10	MGT105	Mathematics for Managers	1	1	0	2	2
TOTAL			20-3-7			26.5	30

II SEMESTER							
S. No.	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS
			L	T	P	Credits	
1	FIN102	Corporate Finance	3	1	0	4	4
2	OPS101	Production and Operations Management	3	0	0	3	3
3	HRM102	Human Resource Management	3	0	0	3	3
4	ECO102	Macro and International Economics	3	0	0	3	3
5	FIN103	Managerial and Cost Accounting	3	0	0	3	3
6	MGT106	Business Research Methods	3	0	0	3	3
7	MKT102	Marketing Management-II	3	0	0	3	3
8	MGT107	Corporate Strategy	3	0	0	3	3
9	MGT108	Business Laws	2	0	0	2	2
10	PPS102	Personality Development-II	0	0	3	1.5	3
11	ULC101	University Learning Course				1	
TOTAL			26-1-3			29.5	30

III SEMESTER

S. No.	COURSE CODE	COURSE NAME	COURSE TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	PPS103	Aptitude Training	Core	0	0	3	1.5	3
2	PPS104	Personality Development- III	Core	0	0	3	1.5	3
3	MGT109	Business Ethics, Corporate Governance and Social Responsibility	Core	2	0	0	2	2
4	MGT110	Contemporary Issues in Business and Society	Core	2	0	0	2	2
5	MGT111	Simulation Games	Core	1	1	0	2	2
6		Specialization * (A) Core 1	Specialization Core	2	0	0	2	2
7		Specialization * (A) Core 2	Specialization Core	2	0	0	2	2
8		Specialization * (A) Core 3	Specialization Core	2	0	0	2	2
9		Specialization * (B) Core 1	Specialization Core	2	0	0	2	2
10		Specialization * (B) Core 2	Specialization Core	2	0	0	2	2
11		Specialization * (B) Core 3	Specialization Core	2	0	0	2	2
12		Specialization * (A) Elective 1	Specialization Elective	2	0	0	2	2
13		Specialization * (B) Elective 1	Specialization Elective	2	0	0	2	2
14	MGT501	Summer Internship [%]					4	
TOTAL				21-1-6			25 + 4	28

*Specialization Courses are listed in Table below

[%] Summer Internship will be conducted during the Summer Break and credited in the III Semester

IV SEMESTER[^]

S. No.	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS [^]
			L	T	P	Credits	
1		Specialization* (A) Core 4	2	0	0	2	
2		Specialization* (B) Core 4	2	0	0	2	
3		Specialization* (A) Elective 2	2	0	0	2	
4		Specialization* (B) Elective 2	2	0	0	2	
5		Open Elective [#] 1	2	0	0	2	
6		Open Elective [#] 2	2	0	0	2	
7	MGT502	Industrial Practice/Dissertation				6	
TOTAL			12-0-0			12 + 6	

[^]Semester IV Classes would be conducted over a minimum of 30 teaching days (Jan - March).

[%] Industrial Practice/Dissertation of 10 Weeks during IV Semester is between March and May.

^{*}Specialization Courses are listed in Table below

[#] Open Elective Courses are listed in Table below

**LIST OF SPECIALIZATION COURSES
FINANCE**

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	FIN201	Investment Management	Core	2	0	0	2	2
2	FIN202	Financial Markets and Services	Core	2	0	0	2	2
3	FIN203	Financial Statement Analysis	Core	2	0	0	2	2
4	FIN204	Strategic Financial Management	Core	2	0	0	2	2
5	FIN301	Derivatives and Risk Management	Elective	2	0	0	2	2
6	FIN302	International Finance	Elective	2	0	0	2	2
7	FIN303	Mergers, Acquisitions and Corporate Restructuring	Elective	2	0	0	2	2
8	FIN304	Insurance and Risk Management	Elective	2	0	0	2	2
9	FIN305	Commercial Banking	Elective	2	0	0	2	2
10	FIN306	Project Finance and Appraisal	Elective	2	0	0	2	2

**LIST OF SPECIALIZATION COURSES
MARKETING**

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	MKT201	Sales and Distribution Management	Core	2	0	0	2	2
2	MKT202	Consumer Behaviour	Core	2	0	0	2	2
3	MKT203	Integrated Marketing Communication(s)	Core	2	0	0	2	2
4	MKT204	Marketing of Services	Core	2	0	0	2	2
5	MKT301	Product and Brand Management	Elective	2	0	0	2	2
6	MKT302	Business Marketing	Elective	2	0	0	2	2
7	MKT303	Rural Marketing	Elective	2	0	0	2	2
8	MKT304	Digital and Social Media Marketing	Elective	2	0	0	2	2
9	MKT305	Retail Management	Elective	2	0	0	2	2
10	MKT306	International Marketing	Elective	2	0	0	2	2

**LIST OF SPECIALIZATION COURSES
OPERATIONS AND SUPPLY CHAIN MANAGEMENT**

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	OPS201	Services Operations Management	Core	2	0	0	2	2
2	OPS202	Production Planning and Control	Core	2	0	0	2	2
3	OPS203	Logistics and Supply Chain Management	Core	2	0	0	2	2
4	OPS204	World Class Manufacturing	Core	2	0	0	2	2
5	OPS301	Project Management	Elective	2	0	0	2	2
6	OPS302	Global Supply Chain Management	Elective	2	0	0	2	2
7	OPS303	Product Innovation and Development	Elective	2	0	0	2	2
8	OPS304	Operations Strategy	Elective	2	0	0	2	2
9	OPS305	Total Quality Management	Elective	2	0	0	2	2
10	OPS306	Operations Analytics	Elective	2	0	0	2	2

**LIST OF SPECIALIZATION COURSES
HUMAN RESOURCE MANAGEMENT**

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	HRM201	Compensation Management	Core	2	0	0	2	2
2	HRM202	Performance Management and Appraisal	Core	2	0	0	2	2
3	HRM203	Learning and Development	Core	2	0	0	2	2
4	HRM204	Industrial Relations and Labor Laws	Core	2	0	0	2	2
5	HRM301	Talent Management	Elective	2	0	0	2	2
6	HRM302	International Human Resource Management	Elective	2	0	0	2	2
7	HRM303	Organizational Development and Change Management	Elective	2	0	0	2	2
8	HRM304	Knowledge Management	Elective	2	0	0	2	2
9	HRM305	Psychometric Testing for Recruitment and Selection	Elective	2	0	0	2	2
10	HRM306	Managerial Counselling	Elective	2	0	0	2	2

**LIST OF SPECIALIZATION COURSES
DATA SCIENCE**

S. No.	COURSE CODE	COURSE NAME	TYPE	CREDIT STRUCTURE				CONTACT HOURS
				L	T	P	Credits	
1	DAS201	Introduction to Data Science and Business Analytics	Core	2	0	0	2	2
2	DAS202	Statistics and Data Visualization	Core	1	1	0	2	2
3	DAS203	Excel Dashboard and Automation	Core	1	1	0	2	2
4	DAS204	Predictive Analytics	Core	1	1	0	2	2
5	DAS301	Machine Learning	Elective	1	1	0	2	2
6	DAS302	SAS Programming	Elective	1	1	0	2	2
7	DAS303	Financial Analytics	Elective	1	1	0	2	2
8	DAS304	Marketing Analytics	Elective	1	1	0	2	2
9	DAS305	Business Forecasting	Elective	1	1	0	2	2
10	DAS306	HR Analytics	Elective	1	1	0	2	2

LIST OF OPEN ELECTIVES

S. No.	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS
			L	T	P	Credits	
1	MGT401	Entrepreneurship and New Venture Creation	2	0	0	2	2
2	ECO401	Econometrics for Managers	2	0	0	2	2
3	MGT402	Management Consulting	2	0	0	2	2
4	MGT403	E-Business Management	2	0	0	2	2
5	HRM401	Psychology at Work	2	0	0	2	2
6	HRM402	Managing People and Performance	2	0	0	2	2
7	MKT401	Customer Relationship Management	2	0	0	2	2
8	FIN401	Personal Finance	2	0	0	2	2