

Vignana Bharathi Institute of Technology
M.B.A Course Structure R19
Department of Business Management
(w.e.f 2019-20)

I Year-I Semester

Course Code	Course Title	Int. marks	Ext. Marks	L	T	P	C
19BM6101	Management & Organizational Behavior	30	70	3	1	0	4
19BM6102	Business Economics	30	70	3	1	0	4
19BM6103	Financial Accounting & Analysis	30	70	3	1	0	4
19BM6104	Statistics For Management	30	70	3	1	0	4
19BM6105	Legal Aspects and Business Environment	30	70	3	1	0	4
OPEN ELECTIVE 19BM6106	1) Rural Marketing (6A) 2) Total Quality Management (6B) 3) Goods and Services Tax (6C) 4) Hospitality and Tourism Management (6D)	30	70	3	0	0	3
19BM6107	Business communication Skills - LAB	100	-	0	0	2	2
TOTAL		280	420	18	5	2	25

I Year-II Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
19BM6201	Human Resource Management	30	70	3	1	0	4
19BM6202	Marketing Management	30	70	3	1	0	4
19BM6203	Corporate Finance	30	70	3	1	0	4
19BM6204	Business Research Methodology	30	70	3	1	0	4
19BM6205	Quantitative Analysis & Business Decisions	30	70	3	1	0	4
19BM6206	Entrepreneurship	30	70	3	1	0	4
OPEN ELECTIVE 19BM6207	1) Management Information System (7A) 2) Supply Chain Management (7B) 3) International Business (7C) 4) Project Management (7D)	30	70	3	0	0	3
AUDIT COURSE 19BM6201	CHOICE BASED SYSTEM	1. Students should register and complete any of the NPTEL course during this semester.					
19BM6208	Summer Internship (During Summer Break)	1. To be done in 8 weeks duration. 2. Documentation and Presentation to be given in III Semester					
TOTAL		210	490	21	6	0	27

II Year-III Semester

Course Code	Course Title	Intl marks	Ext Marks	L	T	P	C
19BM7101	Corporate Governance and Indian Ethos	30	70	3	1	0	4
19BM7102	Business Analytics	30	70	3	1	0	4
19MB7103	Production and Operations Management	30	70	3	1	0	4
19BM7114	Professional Elective – I	30	70	3	1	0	4
19BM7125	Professional Elective – II	30	70	3	1	0	4
19BM7136	Professional Elective – III	30	70	3	1	0	4
AUDIT COURSE 19BM7102	CHOICE BASED SYSTEM	1. Students should register and complete any of the NPTEL course during this semester					
19BM6209	Summer Internship	30	70	0	0	3	3
TOTAL		210	490	18	6	3	27

II Year-IV Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
19BM7201	Strategic Management	30	70	3	1	0	4
19BM7242	Professional Elective – IV	30	70	3	1	0	4
19BM7253	Professional Elective – V	30	70	3	1	0	4
19BM7264	Professional Elective – VI	30	70	3	1	0	4
19BM70PPW	Pre-submission of Project Work	100		0	1	1	2
19MB71CV	Comprehensive Viva		100	0	1	1	2
19BM72PW	Project Vice-Voce	-	100	0	0	5	3
TOTAL		220	480	12	6	7	23

Total Credits = 102

LIST OF PROFESSIONAL ELECTIVE SUBJECTS

Students have to select any One Specialization (Marketing, Finance, Human Resources and Entrepreneurship) and he/she needs to select the Professional Elective subjects listed under the chosen specialization only.

Course	Marketing	HRM	Finance	Entrepreneurship
PE – 1	Consumer Behaviour	Learning and Development	Security Analysis Portfolio Management	Start-up Management
PE – 2	Services and Retail Marketing	Compensation & Reward Management	Financial Institutions, Markets & Services	MSME Management
PE – 3	Product Promotion and Brand Management	Management of Industrial Relations	Strategic Management Accounting	Family Business Management
PE – 4	International Marketing	International Human Resource Management	International Financial Management	Entrepreneurial Finance
PE – 5	Digital Marketing	Performance Management System	Strategic Investment and Financial Decisions	Entrepreneurial Marketing
PE – 6	Sales and Distribution Management	Leadership & Change Management	Risk Management	Creativity Innovation and Entrepreneurship

Audit Courses (Non-Credit Courses):

Students should register with any of the courses of their choice listed in Online web portal <http://nptel.ac.in>, a Largest online repository in the world of courses in engineering, basic sciences and selected humanities and social sciences subjects. The objective of enabling students obtain certificates for courses is to make students employable in the industry or pursue a suitable higher education programme.

Through this online portal, 4-, 8-, or 12-week online courses, typically on topics relevant to students in all years of higher education along with basic core courses in sciences and humanities with exposure to relevant tools and technologies, are being offered. The enrolment to and learning from these courses involves no cost. Following these online courses, an in-person, proctored certification exam will be conducted and a certificate is provided through the participating institutions and industry, when applicable.

PEDAGOGY

Case Analysis and Preparation:

Business Administration and Management can be well understood if cases are analyzed by students and faculty in every class daily. This will enable MBA students develop communication skills and give exposure to practical and live examples of how managers are taking decisions on different situations they come across on a regular basis. In addition students should interact with company executives and prepare case lets. This will help them understand the internal and external factors affecting an organization's growth and also understand the challenges of executives and the organization.

Student Presentations on Field Visits

Students should make a field visit to any small, medium or large organization or any entrepreneur. They can also visit shops, petrol bunks, dealers, distributors, retailers, companies or their branch offices in their nearby cities, towns and villages to understand their business model. They may also offer to help the business organizations over a period of two years (as and when possible) and gain the practical exposure. Presentation of their experiences during the field visits will enable them to enhance their creativity towards solutions for the issues and challenges they observe during the field visits.

Expert Lectures and Seminars

The faculty of the MBA departments should organize seminars and give opportunity for their students to express their ideas. Faculty from the college or nearby colleges can be judges to evaluate performance in the seminar presentations. Every faculty of marketing, finance, HR and Systems should come together to conduct a two day seminar for each elective they teach and experts from the industry and academia should be invited to share their ideas. College managements are requested to give their full support in this regard.

Industrial Visits:

All the MBA students should plan and visit various organizations and observe the real life situations and problems. This will enable them to understand how different strategies, policies and approaches are implemented in different organizations.

Faculty as Facilitator:

There are several sources of cases available from books, business magazines like Business Today, Business World etc., News Papers like Business Standard, Journals like HBR, Vikalpa etc. Even soft copies of these cases are available in the internet. For example if we type business standard cases in Google we can see weekly cases along with solutions offered by the corporate executives. Faculty should inspire students and act as a facilitator to motivate students to analyze cases in every class and also encourage them to go for field visits.

