

SWAMI VIVEKANAND UNIVERSITY, SAGAR (M.P.)



SCHEME

For

Master of Business Administration (M.B.A.)

Course Code : MBA

Department of Management

Faculty of Management

Duration of Course : 2 Year

Examination Mode : Semester

Examination System : Non-Grading

Swami Vivekanand University, Sironja Sagar (M.P.)

2016-2018



Swami Vivekanand University, Sagar (M.P.)

Scheme of Examination



Faculty of Management Department of Management
 Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA Semester/Year - 1st Sem

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks										Grand Total (G= C+F)
		Theory					Practical									
		End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)						
		Max (A)	Min	Max (B)			Min	Max (D)	Min		LW (E)					
MBA0101	Management Concept & Practice	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0102	Quantitative Methods	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0103	Managerial Economics	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0104	Communication Skills	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0105	International Business Environment	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0106	Accounting for Managers	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0107	Seminar & Term Papers/Project Work & Comprehensive Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100	
	Total					480	-	120	-	600	100	-	-	100	700	

Minimum Pass Marks: 36% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar (M.P.)

Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 2nd Sem

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks									
		L	T	P		Theory					Practical				Grand Total (G= C+F)
						End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)	
						Max (A)	Min	Max (B)	Min		Max (D)	Min	LW (E)		
MBA0201	Organisational Behaviour	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0202	Human Resource Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0203	Financial Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0204	Marketing Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0205	Research Methodology	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0206	Project Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0207	Seminar & Term Papers/Project Work & Comprehensive Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100
	Total					480	-	120	-	600	100	-	-	100	700

Minimum Pass Marks: 36% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar (M.P.)

Scheme of Examination



Faculty of Management Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA Semester/Year – 3rd Sem

Single Specialization Scheme

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks									
		L	T	P		Theory					Practical				Grand Total (G= C+F)
						End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)	
						Max (A)	Min	Max (B)	Min		Max (D)	Min	LW (E)		
MBA0301	Business Policy and Strategic Analysis	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0302	Decision Support System & Management Information System	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0303a To 0303d	Specialization I - Paper 1 st	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0304a To 0304d	Specialization I - Paper 2 nd	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0305	Comprehensive & STP Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100
	Total					320	-	80	-	400	100	-	-	100	500

Minimum Pass Marks: 40% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar (M.P.)

Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 3rd Sem

The list of Specialization of MBA III Semester (Single Specialization)

Major: MARKETING MANAGEMENT

303 (a): Consumer Behaviour

304 (a): Advertising Management

Major: FINANCIAL MANAGEMENT

303 (b): Security Analysis and Investment Management

304 (b): Working Capital Management

Major: HUMAN RESOURCE MANAGEMENT

303 (c): Management of Industrial Relations

304 (c): Management Training and Development

Major: HOSPITAL MANAGEMENT

303 (d): Hospital Management

304 (d): Clinical and Support Services



Swami Vivekanand University, Sagar (M.P.)

Scheme of Examination



Faculty of Management
Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Department of Management
Semester/Year – 3rd Sem

Dual Specialization Scheme

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks										Grand Total (G= C+F)
							Theory			Practical			Total (F=D+E)			
		End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal							
		Max (A)	Min	Max (B)			Min	Max (D)	Min	LW (E)						
MBA301	Business Policy and Strategic Analysis	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA302	Decision Support System & Management Information System	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0303a To 0303c	Specialization I - Paper 1 st	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0304a To 0304c	Specialization I - Paper 2 nd	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0303a To 0303p	Specialization II - Paper 1 st	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0304a To 0304p	Specialization II - Paper 2 nd	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA305	Comprehensive & STP Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100	
	Total					480	-	120	-	600	100	-	-	100	700	

Minimum Pass Marks: 40% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



Swami Vivekanand University, Sagar (M.P.)

Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 3rd Sem

The list of Specialization of MBA III Semester(Dual Specialization)

Major: MARKETING MANAGEMENT

- 303 (a): Consumer Behaviour
- 304 (a): Advertising Management

Major: FINANCIAL MANAGEMENT

- 303 (b): Security Analysis and Investment Management
- 304 (b): Working Capital Management

Major: HUMAN RESOURCE MANAGEMENT

- 303 (c): Management of Industrial Relations
- 304 (c): Management Training and Development

Major: HOSPITAL MANAGEMENT

- 303 (d): Hospital Management
- 304 (d): Clinical and Support Services

Major: MATERIAL MANAGEMENT

- 303 (e): Inventory Management
- 304 (e): Logistics Management

Major: MEDIA MANAGEMENT

- 303 (f): Theories of Communication & Mass Media Management
- 304 (f): Research Methodology & Media Research

Major: TOURISM, TRAVEL AND HOSPITALITY MANAGEMENT

- 303 (g): Introduction to Hospitality Management
- 304 (g): Hospitality Law

Major: ENTREPRENEURSHIP DEVELOPMENT MANAGEMENT

- 303 (h): Entrepreneurship Development
- 304 (h): Financial Entrepreneurship

Major: RURAL MANAGEMENT

- 303 (i): Rural Development
- 304 (i): Rural Economics

Major: BANKING AND FINANCIAL SERVICES MANAGEMENT

- 303 (j): Management of Banking and Insurance Institutions
- 304 (j): Financial Planning and Wealth Management

Major: IT & SYSTEM MANAGEMENT

- 303 (k): IT Enabled Services Ethics & Management
- 304 (k): Course: E-Commerce and Governance

Major: DISASTER MANAGEMENT

- 303 (l): Disaster Preparedness
- 304 (l): Introduction & Dimensions of Natural & Anthropogenic Disasters

Major: OPERATION MANAGEMENT

- 303 (m): Production Planning and Control
- 304 (m): Work Study and Productivity

Major: ENVIRONMENTAL MANAGEMENT

- 303 (n): Natural Resources & Management
- 304 (n): Environmental Safety, Health and Management

Major: RETAIL MANAGEMENT

- 303 (o): Retail Concepts and Practices
- 304 (o): Marketing Concepts in Retail Management

Major: INSURANCE AND RISK MANAGEMENT

- 303 (p): Risk Management and Insurance
- 304 (p): Insurance Law and Regulation



Swami Vivekanand University, Sagar (M.P.)

Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 4th Sem

Single Specialization Scheme

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks										Grand Total (G= C+F)
		Theory					Practical									
		End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)						
		Max (A)	Min	Max (B)			Min	Max (D)	Min		LW (E)					
MBA0401	Business Legislation	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0402	Entrepreneurship Development & Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0403a To 0403d	Specialization I - Paper 3 rd	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0404a To 0404d	Specialization I- Paper 4 th	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0405	Summer Internship Report & Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100	
	Total					320	-	80	-	400	100	-	-	100	500	

Minimum Pass Marks: 40% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05

The list of Specialization of MBA IV Sem(Single Specialization)

Major: MARKETING MANAGEMENT

403 (a): Sales and Distribution Management

404 (a): Service Marketing

Major: FINANCIAL MANAGEMENT

403 (b): International Finance

404 (b): Strategic Corporate Finance

Major: HUMAN RESOURCE MANAGEMENT

403 (c): Human Resource Planning and Development

404 (c): Compensation Management

Major : HOSPITAL MANAGEMENT

403 (d): Health Related Laws and Ethics

404 (d): Strategic Management for Hospitals



Swami Vivekanand University, Sagar (M.P.)

Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 4th Sem

Dual Specialization Scheme

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks									
		L	T	P		Theory					Practical				Grand Total (G= C+F)
						End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)	
						Max (A)	Min	Max (B)	Min		Max (D)	Min			
MBA0401	Business Legislation	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0402	Entrepreneurship Development & Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0403a To 0403c	Specialization I - Paper 3 rd	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0404a To 0404c	Specialization I - Paper 4 th	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0403a To 0403p	Specialization II - Paper 3 rd	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0404a To 0404p	Specialization II - Paper 4 th	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0405	Summer Internship Report & Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100
	Total					480	-	120	-	600	100	-	-	100	700

Minimum Pass Marks: 40% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05

The list of Specialization of MBA IV Sem(Dual Specialization)

Major: MARKETING MANAGEMENT

403 (a): Sales and Distribution Management

404 (a): Service Marketing

Major: FINANCIAL MANAGEMENT

403 (b): International Finance

404 (b): Strategic Corporate Finance

Major: HUMAN RESOURCE MANAGEMENT

403 (c): Human Resource Planning and Development

404 (c): Compensation Management

Major : HOSPITAL MANAGEMENT

403 (d): Health Related Laws and Ethics

404 (d): Strategic Management for Hospitals

Major : MATERIAL MANAGEMENT

403 (e): Packaging and Distribution Management

404 (e): Material Management

Major : MEDIA MANAGEMENT

403 (f): Media Business Practices

404 (f): Computer Applications in Media, Management Information Systems

Major : TOURISM, TRAVEL AND HOSPITALITY MANAGEMENT

403 (g): Tour and Travel Management

404 (g): Tourism Development

Major : ENTREPRENEURSHIPS DEVELOPMENT MANAGEMENT

403 (h): An Introduction of Entrepreneurship Development Management

404 (h): Entrepreneurship Management

Major : RURAL MANAGEMENT

403 (i): Rural Marketing

404 (i): Micro Finance, Small Group Management, and Cooperatives

Major : BANKING AND FINANCIAL SERVICES MANAGEMENT

403 (j): Financial Institute and Markets

404 (j): Financial Risk Management

Major : IT & SYSTEM MANAGEMENT

403 (k): Cyber Law & Forensic

404 (k): System Analysis & Design and Software Engineering

Major : DISASTER MANAGEMENT

403 (l): Rural & Urban Disaster Management

404 (l): Disaster Management

Major : OPERATIONS MANAGEMENT

403 (m): Total Quality Management

404 (m): Business Process Reengineering

Major : ENVIRONMENTAL MANAGEMENT

403 (n): Environmental Pollution and Management

404 (n): International Business Environment

Major : RETAIL MANAGEMENT

403 (o): Management of Retail Operations

404 (o): Retail Merchandising & Supply Chain Management

Major: INSURANCE AND RISK MANAGEMENT

403 (p): Marketing Of Insurance Services

404 (p): Enterprise Risk Management