

MBA Course Matrix

Sem	Paper	Title of the Paper	Hrs / Week	Max. Marks	IA Marks	Total Marks
1	CC1AM1	Managerial Communication	4	75	25	100
	CC1AM2	Accounting for Managers	4	75	25	100
	CC1AM3	Organization Behavior	4	75	25	100
	CC1AM4	Managerial Economics	4	75	25	100
	CC1AM5	Business Maths & Statistics	4	75	25	100
	CC1AM6	Information Technology for Business	4	75	25	100
	CC1AM7	Business Perspectives	4	75	25	100
2	CC1BM1	Research Methodology & Technical Writing	4	75	25	100
	CC1BM2	Financial Management	4	75	25	100
	CC1BM3	Production and Operations Management	4	75	25	100
	CC1BM4	Human Resource Management	4	75	25	100
	CC1BM5	Marketing Management	4	75	25	100
	CC1BM6	Quantitative Technique & Operations Research	4	75	25	100
	CC1BM7	Legal Aspects of Business	4	75	25	100
3	CC1CM1	Entrepreneurship & New Venture Creation	4	75	25	100
	CC1CM2	Business Ethics & Corporate Governance	4	75	25	100
	CC1CM3	Investment Analysis & Management	4	75	25	100
	CC1CM4	Financial Markets & Intermediaries	4	75	25	100
	CC1CM5	Tax Compliance & Management	4	75	25	100
	CC1CM6	Business Marketing	4	75	25	100
	CC1CM7	Services Marketing	4	75	25	100
	CC1CM8	Sales & Marketing Channel Management	4	75	25	100
	CC1CM9	Human Resources Acquisition & Development	4	75	25	100
	CC1CMA	Employee Relationship Management	4	75	25	100
	CC1CMB	Performance & Compensation Mgmt.	4			
	CC1CMC	Supply Chain Management	4	75	25	100
	CC1CMD	Productivity Techniques & Total Quality Management	4	75	25	100
	CC1CME	Technology Management	4	75	25	100
	CC1CMF	Software Engineering Management	4	75	25	100
	CC1CMG	Software Design & Project Management	4	75	25	100
CC1CMH	Database Management Systems	4	75	25	100	
CC1CMJ	Internship Viva Voce		50		50	

Sem	Paper	Title of the Paper	Hrs / Week	Max. Marks	IA Marks	Total Marks
4	CC1DM1	Strategic Management	4	75	25	100
	CC1DM2	International Business	4	75	25	100
	CC1DM3	International Financial Management	4	75	25	100
	CC1DM4	Strategic Financial Management	4	75	25	100
	CC1DM5	Project Analysis & Implementation	4	75	25	100
	CC1DM6	Rural and Agricultural Marketing	4	75	25	100
	CC1DM7	Retailing Marketing	4	75	25	100
	CC1DM8	Advertising and Integrated Brand Management	4	75	25	100
	CC1DM9	Labour Legislation & Welfare	4	75	25	100
	CC1DMA	Knowledge Management & Learning Organization	4	75	25	100
	CC1DMB	International Human Resource Management	4	75	25	100
	CC1DMC	Advanced Operation Research	4	75	25	100
	CC1DMD	World Class Manufacturing and Strategy & Practices	4	75	25	100
	CC1DME	Project Management	4	75	25	100
	CC1DEF	E-Commerce Technology & Management	4	75	25	100
	CC1DEG	System Analysis & Design	4	75	25	100
	CC1DEH	Enterprises Resource Planning and Business Process Re-Engineering	4	75	25	100
	CC1DEJ	Dissertation Viva-Voce				250
		Total				3100

Details of Records / Projects to be prepared and submitted

Each candidate should undertake an Internship Project immediately after the second semester exam and submit a bound copy of the report within two weeks of commencement of III Semester. He/she has to visit any Organization/Industrial enterprise for four weeks to observe the structure, functions, and problems and to make suggestion under the supervision of a recognized guide. This internship project is evaluated by one member of the board and the “Head of the Department” / “Director” shall form the board for conducting Viva and evaluating Internship Project of II Semester examination for 50 marks. (25 marks for Internship report & 25 marks for Viva-voce). A minimum of 25 marks in total is required for a pass in the Internship project.

Dissertation

Every student is required to work on a project in the area of his/her specialization (Marketing/Finance/HR/Systems) and prepare a dissertation following research methodology under the supervision of recognized guide. Prior to the actual work, the students are required to submit a synopsis of the dissertation incorporating the statement of problem, objectives and methodology to be followed and submit the same to the Director, Management Studies, Bangalore University, Bangalore. The dissertation may be in the nature of a case study, macro study or freelance study on a problem pertaining to management in the chosen area of specialization.

The dissertation duly signed by the guide and certified by the HOD /Director has to be submitted in a bound copy and a soft copy to the university at the end of the fourth semester before the commencement of the semester examination. The dissertation shall be evaluated for two hundred marks by two examiners (One of them will be the faculty member who has guided the project work and other will be the external examiner appointed by the Board of Examination). A minimum of 100 marks is required for a pass in the dissertation. There shall be a viva-voce examination for 50 marks on the dissertation and elective papers studies. Viva-voce will be conducted by Board of Examiners. A minimum of 25 marks is a must for pass in the viva-voce exam.