

Annex. No. 5 (elective subjects) for MBA

Second year
Semester III

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration(Hrs.)	Credits	Max. Theory Marks	Sessional Marks	Total Marks
		L	T	P						
CP-301	Project Management	3	1	0	1	4	3	70	30	100
CP-302	Business Policy and Strategic Management	3	1	0	1	4	3	70	30	100
	Specialisation 1 Paper - 1	3	1	0	1	4	3	70	30	100
	Specialisation 1 Paper - 2	3	1	0	1	4	3	70	30	100
	Specialisation 1 Paper - 3	3	1	0	1	4	3	70	30	100
	Specialisation 2 Paper - 1	3	1	0	1	4	3	70	30	100
	Specialisation 2 Paper - 2	3	1	0	1	4	3	70	30	100
	Specialisation 2 Paper - 3	3	1	0	1	4	3	70	30	100
CP-303	Summer training project & Viva Voce									100
	Total									900

Second year
Semester IV

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration(Hrs.)	Credits	Max. Theory Marks	Sessional Marks	Total Marks
		L	T	P						
CP-401	Decision Support System and Mgmt. Info. Syst	3	1	0	1	4	3	70	30	100
CP-402	Business Legislation	3	1	0	1	4	3	70	30	100
CP-403	Project Work & Comprehensive Viva Voce									100
	Specialisation 1 Paper - 4	3	1	0	1	4	3	70	30	100
	Specialisation 1 Paper - 5	3	1	0	1	4	3	70	30	100
	Specialisation 2 Paper - 4	3	1	0	1	4	3	70	30	100
	Specialisation 2 Paper - 5	3	1	0	1	4	3	70	30	100
	Total									700

Minimum Pass Marks:

- (A) Theory and Sessional(combined): 50 percent
(B) Practical and Sessional(combined): 50 percent

Duration of Theory papers: 3 Hours

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PEOPLE'S UNIVERSITY, BHOPAL
MBA and Integrated MBA (Dual Specialisation) Programme
Specialisation Subjects

✓ 1. Marketing

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
MM-101	Consumer Behaviour	3	1	0	1	4	3	70	30	100
MM-102	Advertising and Sales Promotion	3	1	0	1	4	3	70	30	100
MM-103	International Marketing	3	1	0	1	4	3	70	30	100
MM-104	Industrial and Services Marketing	3	1	0	1	4	3	70	30	100
MM-105	Logistics and Sales Management	3	1	0	1	4	3	70	30	100

✓ 2. Human Resource

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
HRM-101	Industrial Relations	3	1	0	1	4	3	70	30	100
HRM-102	Compensation Management	3	1	0	1	4	3	70	30	100
HRM-103	Training and Development	3	1	0	1	4	3	70	30	100
HRM-104	Organisational Development & Change Management	3	1	0	1	4	3	70	30	100
HRM-105	Human Resource Planning and Development	3	1	0	1	4	3	70	30	100

✓ 3. Finance

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
FM- 101	Security Analysis and Investment Management	3	1	0	1	4	3	70	30	100
FM- 102	International Financial Management	3	1	0	1	4	3	70	30	100
FM- 103	Management of Financial Services	3	1	0	1	4	3	70	30	100
FM- 104	Financial Derivatives	3	1	0	1	4	3	70	30	100
FM- 105	Corporate Taxation	3	1	0	1	4	3	70	30	100

✓ 4. International Business

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
IB-101	International Financial Management	3	1	0	1	4	3	70	30	100
IB-102	International Marketing	3	1	0	1	4	3	70	30	100
IB-103	Export-Import Procedures, Documentation and Logistics	3	1	0	1	4	3	70	30	100
IB-104	India's Foreign Trade Policy	3	1	0	1	4	3	70	30	100
IB-105	Global Human Resource Management	3	1	0	1	4	3	70	30	100

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5. Retail Management

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
RMM-101	Retail Operations Management	3	1	0	1	4	3	70	30	100
RMM-102	Buyer Behaviour	3	1	0	1	4	3	70	30	100
RMM-103	Retail Planning	3	1	0	1	4	3	70	30	100
RMM-104	Supply Chain Management	3	1	0	1	4	3	70	30	100
RMM-105	Retail Sales Techniques and Promotions	3	1	0	1	4	3	70	30	100

6. Hospital Administration

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
HM-101	Hospital Administration	3	1	0	1	4	3	70	30	100
HM-102	Hospital Architecture, Planning, Design and Maintenance	3	1	0	1	4	3	70	30	100
HM-103	Strategic Management for Hospital	3	1	0	1	4	3	70	30	100
HM-104	Support Services in Hospital	3	1	0	1	4	3	70	30	100
HM-105	Hospital Information Systems	3	1	0	1	4	3	70	30	100

7. Health Care Management

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
HCM-101	Principle and Practices of Healthcare Management	3	1	0	1	4	3	70	30	100
HCM-102	Management of Healthcare Services	3	1	0	1	4	3	70	30	100
HCM-103	Marketing and Public Relations in Healthcare	3	1	0	1	4	3	70	30	100
HCM-104	Health Related Laws and Ethics	3	1	0	1	4	3	70	30	100
HCM-105	Healthcare Economics and Finance	3	1	0	1	4	3	70	30	100

8. Banking

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
BM-101	Indian Banking Systems	3	1	0	1	4	3	70	30	100
BM-102	Foreign Trade Policy and Procedures	3	1	0	1	4	3	70	30	100
BM-103	Retailing and CRM in Banking	3	1	0	1	4	3	70	30	100
BM-104	International Banking	3	1	0	1	4	3	70	30	100
BM-105	Bank Regulation and Supervision, Audit and Control	3	1	0	1	4	3	70	30	100

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9. Insurance Management

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
IM-101	Life Insurance Products & Elements of Actuarial Sciences	3	1	0	1	4	3	70	30	100
IM-102	General Insurance and Reinsurance	3	1	0	1	4	3	70	30	100
IM-103	Overview of fire, Marine and Motor Insurance	3	1	0	1	4	3	70	30	100
IM-104	Rural and Miscellaneous Insurance	3	1	0	1	4	3	70	30	100
IM-105	Insurance Claims Management (Life and Non- Life)	3	1	0	1	4	3	70	30	100

10. Information Technology Management

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
ITM-101	DBMS with Oracle	3	1	0	1	4	3	70	30	100
ITM-102	Software Project Management	3	1	0	1	4	3	70	30	100
ITM-103	Computer Network and Internet	3	1	0	1	4	3	70	30	100
ITM-104	Programming in C & C++	3	1	0	1	4	3	70	30	100
ITM-105	Enterprise Resource Planning	3	1	0	1	4	3	70	30	100

11. System Management

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
SM-101	Database Management System	3	1	0	1	4	3	70	30	100
SM-102	Software Engineering	3	1	0	1	4	3	70	30	100
SM-103	Data Communication and Network	3	1	0	1	4	3	70	30	100
SM-104	Visual Basic	3	1	0	1	4	3	70	30	100
SM-105	Object Oriented Programming Concept and Basic JAVA	3	1	0	1	4	3	70	30	100

12. Entrepreneurship Management

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
EM-101	Entrepreneurship Dev. and Enterprise Mgmt.	3	1	0	1	4	3	70	30	100
EM-102	Entrepreneurial Finance and Marketing	3	1	0	1	4	3	70	30	100
EM-103	Technology Innovation and Sustainable Enterprise	3	1	0	1	4	3	70	30	100
EM-104	Small Business Environment and Management	3	1	0	1	4	3	70	30	100
EM-105	Managing Diversity	3	1	0	1	4	3	70	30	100

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
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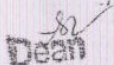
✓ 13. Rural Management

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
RM-101	Rural Economy and Theories of Development	3	1	0	1	4	3	70	30	100
RM-102	Co-operative Management	3	1	0	1	4	3	70	30	100
RM-103	Economics for Rural Managers	3	1	0	1	4	3	70	30	100
RM-104	Development, Administration, Panchayati-raj and its programme	3	1	0	1	4	3	70	30	100
RM-105	Rural Marketing	3	1	0	1	4	3	70	30	100

✓ 14. Event Management

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory	Sessional Marks	Total Marks
		L	T	P						
EMM-101	Principles of Event Management	3	1	0	1	4	3	70	30	100
EMM-102	Resource Planning & Marketing	3	1	0	1	4	3	70	30	100
EMM-103	Control & Evaluation	3	1	0	1	4	3	70	30	100
EMM-104	Concept Selling In Event Management	3	1	0	1	4	3	70	30	100
EMM-105	Advertising & Sales Promotion in Managing Events	3	1	0	1	4	3	70	30	100


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