



**BRAINWARE UNIVERSITY**  
**SCHOOL OF MANAGEMENT & COMMERCE**  
**DEPARTMENT OF MANAGEMENT**  
**Master of Business Administration - 2024**

**SEMESTER – I**

Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits
						CIA	TEE		
1	MBA10101	Managerial Economics	3	0	0	40	60	100	3
2	MBA17102	Business Communication and Soft Skills	3	0	2	40	60	100	4
3	MBA10103	Legal and Business Environment	3	0	0	40	60	100	3
4	MBA10104	Financial Reporting and Analysis	3	1	0	40	60	100	4
5	MBA10105	Management Processes and Organizational Behaviour	3	1	0	40	60	100	4
6	MBA10106	Business Statistics and Analytics for Decision-Making	3	1	0	40	60	100	4
7	MBA10107	E-Commerce and Digital Business	3	0	0	40	60	100	3
8	MBA17108	Computer Application for Business	2	0	2	40	60	100	3
<b>TOTAL</b>			<b>23</b>	<b>3</b>	<b>4</b>	<b>320</b>	<b>480</b>	<b>800</b>	<b>28</b>

**SEMESTER – II**

Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits
						CIA	TEE		
1	MBA20109	Financial Markets and Services	3	0	0	40	60	100	3
2	MBA20110	Marketing Management	3	0	0	40	60	100	3
3	MBA20111	Production and Operations Management	3	0	0	40	60	100	3
4	MBA20112	Human Resources Management	3	0	0	40	60	100	3
5	MBA20113	Corporate Strategy	3	0	0	40	60	100	3
6	MBA20114	Business Research Methods	3	0	0	40	60	100	3
7	MBA20115	Corporate Finance	3	0	0	40	60	100	3
8	MBA20116	Quantitative Techniques	3	0	0	40	60	100	3
9	MBA29117	Management Cases and Simulation	0	0	4	40	60	100	2
<b>TOTAL</b>			<b>24</b>	<b>0</b>	<b>4</b>	<b>360</b>	<b>540</b>	<b>900</b>	<b>26</b>



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**SEMESTER – III**

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits
						CIA	TEE		
1	MBA30118	Entrepreneurship & Corporate Social Responsibility	3	0	0	40	60	100	3
2	MBA38101	Internship and Project Report	0	0	0	0	100	100	6
<b>Specialization -Marketing</b>									
3	MBA30201A	Sales Analytics and Distribution Management	3	0	0	40	60	100	3
4	MBA30202A	Integrated Marketing Communication	3	0	0	40	60	100	3
5	MBA30203A	Product and Brand Management	3	0	0	40	60	100	3
<i>** Select MBA30201B/C/D/E/F as a Minor</i>									
<b>Specialization -Finance</b>									
3	MBA30201B	Financial Analytics	3	0	0	40	60	100	3
4	MBA30202B	Investment Analysis and Portfolio Management	3	0	0	40	60	100	3
5	MBA30203B	Valuation of Securities and Firms	3	0	0	40	60	100	3
<i>** Select MBA30201A/C/D/E/F as a Minor</i>									
<b>Specialization -Human Resource Management</b>									
3	MBA30201C	HR Analytics	3	0	0	40	60	100	3
4	MBA30202C	Manpower Planning, Recruitment and Selection	3	0	0	40	60	100	3
5	MBA30203C	Performance and Compensation Management	3	0	0	40	60	100	3
<i>** Select MBA30201A/B/D/E/F as a Minor</i>									
<b>Specialization- Digital Marketing</b>									
3	MBA30201D	Digital Technologies for Analytics	3	0	0	40	60	100	3
4	MBA30202D	Digital Transformation and Strategy	3	0	0	40	60	100	3
5	MBA30203D	Digital Customer Experience Management	3	0	0	40	60	100	3
<i>** Select MBA30201A/B/C/E/F as a Minor</i>									
<b>Specialisation- Business Analytics</b>									
3	MBA30201E	Data Visualisation and Communication	3	0	0	40	60	100	3
4	MBA30202E	Fundamentals of Data Science	3	0	0	40	60	100	3
5	MBA30203E	Analytics for Competitive Advantages	3	0	0	40	60	100	3
<i>** Select MBA30201A/B/C/D/F as a Minor</i>									
<b>Specialization- Operations Management</b>									
3	MBA30201F	Logistics and Supply Chain Management	3	0	0	40	60	100	3
4	MBA30202F	Quality Management	3	0	0	40	60	100	3
5	MBA30203F	Management Control Systems	3	0	0	40	60	100	3
<i>** Select MBA30201A/B/C/D/E as a Minor</i>									
<b>TOTAL</b>			<b>15</b>	<b>0</b>	<b>0</b>	<b>240</b>	<b>360</b>	<b>600</b>	<b>21</b>

**\*\* Only one specialization will be opted in semester III which will remain same in semester IV. Student will study 3 courses from specialization and 1 course from other specialization as Minor in Sem III and IV.**



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**SEMESTER – IV**

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits
						CIA	TEE		
1	MBA40119	Project Management	3	0	0	40	60	100	3
2	MBA48102	Research Project	0	0	0	40	60	100	6
3	MBA48103	Comprehensive Viva-voce	0	0	0	0	100	100	6
<b>Specialization -Marketing</b>									
4	MBA40204A	Services Marketing	3	0	0	40	60	100	3
5	MBA40205A	Consumer Behaviour	3	0	0	40	60	100	3
6	MBA40206A	Rural Marketing	3	0	0	40	60	100	3
<i>** Select MBA40204B/C/D/E/F as a Minor</i>									
<b>Specialization -Finance</b>									
4	MBA40204B	Taxation	3	0	0	40	60	100	3
5	MBA40205B	Financial Derivatives and International Finance	3	0	0	40	60	100	3
6	MBA40206B	Mergers, Acquisitions and Corporate Restructuring	3	0	0	40	60	100	3
<i>** Select MBA40204A/C/D/E/F as a Minor</i>									
<b>Specialization -Human Resource Management</b>									
4	MBA40204C	Team Dynamics and Leadership	3	0	0	40	60	100	3
5	MBA40205C	Strategic Human Resource Management	3	0	0	40	60	100	3
6	MBA40206C	Organization Change and Development	3	0	0	40	60	100	3
<i>** Select MBA40204A/B/D/E/F as a Minor</i>									
<b>Specialization -Digital Marketing</b>									
4	MBA40204D	Digital Marketing Campaign Management	3	0	0	40	60	100	3
5	MBA40205D	Digital Marketing Operations	3	0	0	40	60	100	3
6	MBA40206D	Lead Generation and Marketing Automation	3	0	0	40	60	100	3
<i>** Select MBA40204A/B/C/E/F as a Minor</i>									
<b>Specialization -Business Analytics</b>									
4	MBA40204E	Predictive Analytics	3	0	0	40	60	100	3
5	MBA40205E	Advance Statistical Methods	3	0	0	40	60	100	3
6	MBA40206E	Analytics for HR, Marketing and Finance	3	0	0	40	60	100	3
<i>** Select MBA40204A/B/C/D/F as a Minor</i>									
<b>Specialization -Operations Management</b>									
4	MBA40204F	ERP and Business Process Reengineering	3	0	0	40	60	100	3
5	MBA40205F	Inventory and Warehouse Management	3	0	0	40	60	100	3
6	MBA40206F	Managing Export and Import Operations	3	0	0	40	60	100	3
<i>** Select MBA40204A/B/C/D/E as a Minor</i>									
<b>TOTAL</b>			<b>15</b>	<b>0</b>	<b>0</b>	<b>240</b>	<b>460</b>	<b>700</b>	<b>27</b>