SCHEME & SYLLABUS

MASTER OF BUSINESS ADMINISTRATION

Two year Post-Graduate Programme as per NEP
Choice Based Credit System Semester Scheme Postgraduate Degree Programme
Programme Code: PG006
(Academic session 2025-26 onwards)

Department of Management
University Institute of Commerce and Management
(UICM)
Sant Baba Bhag Singh University
2025-26

ABOUT THE DEPARTMENT

Being the universal pertinent of the term "Management", management department is backbone of every organization which helps the concerns to get best employees, which in turn becomes the assets of the organization. It is only the management which inculcate and Integrates whole lot of departments and their wisdom. With efficacious planning and strategic vision, it maintains, handles and controls the activities in such a manner that in turn generates the future of the department.

Salient Features

- Management department knows how to use resources affectively and efficient.

- Management is never ending process. All the functions of management are performed continuously.

- Management always manages people and work effectively with long term strategies and planning.

- Management department has business skills which are important to improve the performance of organization and make positive changes.

- Organization depends upon management to manage all departments of organization (HR, Fin., Marketing, IT etc.)

Vision

To be a globally recognized institution for creating leaders in the emerging areas of business.

Mission

To transform the lives of our students and stakeholders by enriching learning experience, providing exposure to advanced areas of knowledge through research and reinforcing the commitment to human values.

Eligibility

At least 50% Marks in Graduation in Any Stream (45% for SC/ST students)

Duration of Course

2 years

CAREER PATHWAYS

Flexibility is one of the major benefits of the Master of Business Administration degree. The broad business curriculum, coupled with specializations in areas such as Entrepreneurship, Marketing, Finance, International Business, Information Technology and Operational Activities allow students to develop skill sets applicable across industries. Once the degree is in hand, keep an eye out for the following potential career paths, salaries and job growth for related occupations.

1 – Consultant

Consultancy is probably the most natural of career paths for MBAs. On the one hand, it requires an overarching, international and strategic-minded outlook on the business world and individual companies. On the other hand, consultants must have the interpersonal skills that put clients at ease to express their concerns and facilitate communication. Check out specialized as well as mainstream consultancy firms and ensure you apply for the ones whose business approach most resembles yours.

2 – Finance Manager

Most students coming from a non-management background dread the first day of their MBA Finance module. Yet sound finances are at the core of any company's ability to grow and expand. Finance Managers must be able to deal with numerical and qualitative information, displaying the ability to deal with colleagues from all departments to gather accurate information as well as the communication skills necessary to reassure and motivate Board Members. MBAs' insistence on hard and soft skills prepares students well for this position.

3 – Marketing Manager

Marketing relies on a deep knowledge of products and customers. If you're enrolled in a top MBA program, you're acquiring up-to-date tools to assess products and companies, while developing your abilities to communicate with and understand members of other cultures (what they identify as their needs; their buying habits; their cultural specificities; etc.). If you're the creative type and have a flair for sales, Marketing Manager may be your future job title!

4– Entrepreneur and HR Manager

Many MBA students have ideas and projects for own companies. The market exposure and in-class networking a good MBA offers can create investing and partnership relationships that

justify anticipating the launch of an own company. If you feel this is your situation, make the most of your MBA and discuss your business strategy with Faculty and fellow students while you're still studying to guarantee you have a winning plan.

Programme Educational Objective (PEO)

PEO1. To have diverged and set up Career in worldwide administration, organization and undertakings

PEO2. To get professional competencies to explore for consistent development and advancement of business.

PEO3. To familiarize with industrial environment with industrial visits and live preparing ventures.

PEO4. To have business communication aptitudes through talk exhibition, character improvement, Group conversations and presentations, mock meetings.

Programme Outcomes (PO)

PO1. The Specialization abilities in the field of finance, marketing, human resource, operations, and information technologies will give the broad understanding of global business.

PO2. The Methodical abilities for Problem illuminating and basic deduction for business difficulties and conceptualizing for new pursuits.

PO3. The legitimate and moral qualities for the advancement of the general public.

PO4. The Leadership characteristics for the worth based administration for collaboration.

Programme Specific Outcomes (PSO)

PSO1. Ability to set own Enterprise and Industry.

PSO2.Capability to use knowledge as specialized advisor in the fields of Finance, Marketing, Human Resources and Information Technologies.

PSO3. Financial and Economic analyst.

PSO4. Industry oriented professionals.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin

With and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core Requirement is termed as a Core course.

2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 **Discipline Specific Elective (DSE) Course**: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

2.2 **Dissertation/Project**: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

NHEQF LEVELS OF MBA COURSE

NHEQF Level	Examples of higher education qualifications located within each level
Level 4.5	Undergraduate Certificate. Programme duration: First year (first two semesters) of the undergraduate programme, followed by an exit 4-credit skills-enhancement course(s).
Level 5	Undergraduate Diploma. Programme duration: First two years (first four semesters) of the undergraduate programme, followed by an exit 4-credit skills enhancement course(s) lasting two months.
Level 5.5	Bachelor's Degree. Programme duration: First three years (Six semesters) of the four-year undergraduate programme.
Level 6	Bachelor's Degree (Honours/ Honours with Research). Programme duration: Four years (eight semesters).
Level 6	Post-Graduate Diploma. Programme duration: One year (two semesters) for those who exit after successful completion of the first year (two semesters) of the 2-year master's programme
Level 6.5	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: Two years (four semesters) after obtaining a 3- year Bachelor's degree (e.g. B.A., B.Sc., B.Com. etc.).
Level 6.5	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: One year (two semesters) after obtaining a 4 -year Bachelor's degree (Honours/ Honours with Research) (e.g. B.A., B.Sc., B.Com. etc.).
Level 7	Master's degree.(e.g. M.E./M.Tech. etc.) Programme duration: Two years (four semesters) after obtaining a 4-year Bachelor's degree. (e.g. B.E./B.Tech. etc.)
Level 8	Doctoral Degree

INDEX

Subject Type	Subject Code	Subject	MM	Credits	Semester
Major	MGT551	Management & Organization Behavior	100	4	1
Major	MGT553	Accounting for Managers	100	4	1
Major	MGT555	Marketing Management	100	4	1
Major	MGT557	Production and Operations Management	100	4	1
Major	MGT559	Human Resource Management	100	4	1
Minor	MGT561	Managerial Economics	100	4	1
VAC-I	LAW012	Consumer Protection Act	100	2	1
		Total	**700**	**26**	
Major	MGT552	Financial Management	100	4	2
Minor	MGT554	Business Environment	100	4	2
Major	MGT556	Entrepreneurship and Startup	100	4	2
Minor	MGT558	Research Methodology	100	4	2
Major	DSE	Paper I (Group I)	100	4	2
MDC-I	MDC044	Introductory Concepts of Computer Technology	100	3	2
VAC	VAC038	Indian Knowledge System	100	2	2
		Total	**700**	**25**	
Major	MGT601	Strategic Management	100	4	3
Major	MGT603	Operations Research	100	4	3
Major	DSE	Paper I (Group II)	100	4	3
Major	DSE	Paper I (Group II)	100	4	3

Minor	MGT605	Corporate Governance and Business Ethics	100	4	3
Major	MGT607	Summer Internship Report	100	4	3
Major	MGT609	Dissertation Synopsis	100	2	3
VAC	VAC018	Right to Information Act	100	2	3
-	-	Dissertation (Evaluation in 4th Sem)	-	-	-
		Total	**800**	**28**	
Major	MGT602	Project Management	100	4	4
Minor	MGT604	Company Law	100	4	4
Major	MGT606	Dissertation (started in 3rd Semester)	100	8	4
Major	DSE	Paper I (Group III)	100	4	4
Major	DSE	Paper II (Group III)	100	4	4
Major	DSE	Paper III (Group III)	100	4	4
		Total	**600**	**28**	

After 2nd semester students will go for 6 weeks Industrial Training and will have to submit a training project report of the same along with Power Point Presentation.

DSE: Discipline Specific Elective (Specializations will be selected from pool)

Marketing

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT560	Consumer Behavior	DSE	4:0:0
MGT562	Rural and Green Marketing	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT607	Product and Brand Management	DSE	4:0:0
MGT609	Advertising and Sales Promotions	DSE	4:0:0
MGT611	Digital Marketing	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT606	International Marketing	DSE	4:0:0
MGT608	Retail Marketing	DSE	4:0:0
MGT610	Services Marketing	DSE	4:0:0
MGT612	Marketing Research	DSE	4:0:0

Finance

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT566	Banking & Insurance Operations	DSE	4:0:0
MGT564	Financial Statement Analysis	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT613	Management of Financial Services	DSE	4:0:0
MGT615	Global Financial markets and Institutions	DSE	4:0:0
MGT617	Security Analysis and Portfolio Management	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT614	International Finance	DSE	4:0:0
MGT616	Management Control System	DSE	4:0:0
MGT618	Indian Taxation System	DSE	4:0:0
MGT620	Indian Financial System	DSE	4:0:0

Human Resource Management

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT568	Negotiation and counseling for managers	DSE	4:0:0
MGT570	Training and Development	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT619	Social Security and Labor Welfare	DSE	4:0:0
MGT621	Applied Industrial Psychology	DSE	4:0:0
MGT623	Competency Mapping	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT622	International Human Resource Management	DSE	4:0:0
MGT624	Organization Development	DSE	4:0:0
MGT626	Compensation and Reward Management	DSE	4:0:0
MGT628	Leadership	DSE	4:0:0

Agribusiness

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT572	Agri-Supply Chain Management	DSE	4:0:0
MGT574	Entrepreneurship Development and Business Communication	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT625	Agricultural Economics	DSE	4:0:0
MGT627	Agricultural Finance	DSE	4:0:0
MGT629	Food Retail Management	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT630	Agricultural Marketing Management	DSE	4:0:0
MGT632	International Trade and Marketing for Agribusiness	DSE	4:0:0
MGT634	Management of Food Processing Industry	DSE	4:0:0
MGT636	Agribusiness Management	DSE	4:0:0

Information Technology

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
CSA576	Database Management and Administration (DBMA)	DSE	4:0:0
CSA578	Management Information Systems	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
CSA631	Data Centre Management	DSE	4:0:0
CSA633	E-Customer Relationship Management	DSE	4:0:0

CSA635	Big Data Analytics	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
CSA638	Legal Aspects of IT Business	DSE	4:0:0
CSA640	Software Project Management	DSE	4:0:0
CSA642	Knowledge Management	DSE	4:0:0
CSA644	Cyber Security	DSE	4:0:0

MBA – 1ST SEMESTER

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT551	Management & Organization Behavior	100	4	0	0	4	4
Major	MGT553	Accounting for Managers	100	4	0	0	4	4
Major	MGT555	Marketing Management	100	4	0	0	4	4
Major	MGT557	Production and Operations Management	100	4	0	0	4	4
Major	MGT559	Human Resource Management	100	4	0	0	4	4
Minor	MGT561	Managerial Economics	100	4	0	0	4	4
VAC	LAW012	Consumer Protection Act	100	2	0	0	2	2
		Total	**700**				**26**	**26**

Total Credits: 26

Total Contact Hours: 26

MBA – 2ND SEMESTER

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT552	Financial Management	100	4	0	0	4	4
Major	MGT554	Business Environment	100	4	0	0	4	4
Major	MGT556	Entrepreneurship and Startup	100	4	0	0	4	4
Minor	MGT558	Research Methodology	100	4	0	0	4	4
Major	DSE	Paper I (Group I)	100	4	0	0	4	4
MDC-1	MDC044	Introductory Concepts of Computer Technology	100	3	0	0	3	3
VAC	VAC038	Indian Knowledge System	100	2	0	0	2	2
		Total	**700**				**25**	**25**

Total Credits: 25

Total Contact Hours: 25

Note: After 2nd semester students will go for 6 weeks Industrial Training and will have to submit a training project report of the same along with Power Point Presentation.

MBA – 3RD SEMESTER

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT601	Strategic Management	100	4	0	0	4	4
Major	MGT603	Operations Research	100	4	0	0	4	4
Major	DSE	Paper I (Group II)	100	4	0	0	4	4
Major	DSE	Paper II (Group II)	100	4	0	0	4	4
Minor	MGT605	Corporate Governance and Business Ethics	100	4	0	0	4	4
Major	MGT607	Summer Internship Report	100	4	0	0	4	4
Major	MGT609	Dissertation Synopsis	100	0	0	0	-	2
VAC	VAC018	Right to Information Act	100	2	0	0	2	2
-	-	Dissertation (Evaluation in 4th Sem)	-	-	-	-	-	-
		Total	**800**				**26**	**28**

Total Credits: 26

Total Contact Hours: 26

Note: The student will prepare synopsis on a topic of dissertation and will present/defend before the Committee.

MBA – 4TH SEMESTER

Course Type	Sub Code	Subject Name	MM	L	T	P	Contact Hrs	Credits
Major	MGT602	Project Management	100	4	0	0	4	4
Minor	MGT604	Company Law	100	4	0	0	4	4
Major	MGT606	Dissertation (Started in 3rd Sem)	100	0	0	0	0	8
Major	DSE	Paper I (Group III)	100	4	0	0	4	4
Major	DSE	Paper II (Group III)	100	4	0	0	4	4
Major	DSE	Paper III (Group III)	100	4	0	0	4	4
		Total	**600**				**20**	**28**

Total Credits: 28

Total Contact Hours: 20