

Semester-I (Master Of Business Administration Plain)

<u>Sr. No.</u>	<u>Cours Type</u>	<u>Course Code</u>	<u>Course Name</u>	<u>Teaching Scheme (Hrs./Wee k)</u>				<u>Examination Scheme</u>				<u>Total Marks</u>
				<u>L</u>	<u>T</u>	<u>P</u>	<u>C</u>	<u>Formative Assessmen t CIA</u>		<u>Summative Assesment ESE</u>		
								<u>Cours e</u>	<u>L ab /V iv a</u>	<u>Course</u>	<u>Lab /Viv a</u>	
<u>1</u>	<u>PC</u>	<u>PMA101</u>	<u>Accounting & Financial Analysis</u>	<u>4</u>	<u>=</u>	<u>=</u>	<u>4</u>	<u>50</u>	<u>=</u>	<u>100</u>	<u>=</u>	<u>100</u>
<u>2</u>	<u>PC</u>	<u>PMA102</u>	<u>Innovation Management</u>	<u>2</u>	<u>=</u>	<u>=</u>	<u>2</u>	<u>50</u>	<u>=</u>	<u>100</u>		<u>100</u>
<u>3</u>	<u>PC</u>	<u>PMA103</u>	<u>Organizational Behavior and Principles of Management</u>	<u>4</u>	<u>=</u>	<u>=</u>	<u>4</u>	<u>50</u>	<u>=</u>	<u>100</u>	<u>=</u>	<u>100</u>
<u>4</u>	<u>PC</u>	<u>PMA104</u>	<u>Business Laws</u>	<u>4</u>	<u>=</u>	<u>=</u>	<u>4</u>	<u>50</u>	<u>=</u>	<u>100</u>	<u>=</u>	<u>100</u>
<u>5</u>	<u>PC</u>	<u>PMA105</u>	<u>Quantitative Techniques in Management</u>	<u>4</u>	<u>=</u>	<u>=</u>	<u>4</u>	<u>50</u>	<u>=</u>	<u>100</u>	<u>=</u>	<u>100</u>
<u>6</u>	<u>PC</u>	<u>PMA106</u>	<u>Economics for Business</u>	<u>4</u>	<u>=</u>	<u>=</u>	<u>4</u>	<u>50</u>	<u>=</u>	<u>100</u>	<u>=</u>	<u>100</u>
<u>7</u>	<u>AECC</u>	<u>PMA111</u>	<u>Advanced Excel</u>	<u>2</u>	<u>=</u>	<u>2</u>	<u>4</u>	<u>=</u>	<u>50</u>	<u>=</u>	<u>50</u>	<u>100</u>
<u>TOTAL</u>				<u>24</u>	<u>=</u>	<u>2</u>	<u>26</u>	<u>300</u>	<u>50</u>	<u>600</u>	<u>50</u>	<u>700</u>

Semester–II

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab/ Viva	Course	Lab/ Viva	
1	PC	PMA201	Marketing Management	4	=	=	4	50	=	100	=	100
2	PC	PMA202	Financial Management	4	=	=	4	50	=	100	=	100
3	PC	PMA203	Human Resources Management	4	=	=	4	50	=	100	=	100
4	PC	PMA204	Business Research Methods	4	=	=	4	50	=	100	=	100
5	PC	PMA205	Operations Management	4	=	=	4	50	=	100	=	100
6	PC	PMA206	Entrepreneurship Development	4	=	=	4	50	=	100	=	100
TOTAL				24	=	=	24	300	=	600	=	600

Semester–III

Sr. No.	CourseType	Course Code	Cours e Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	FormativeAssessment CIA		SummativeAssessment ESE		
								Course	Lab/ Viva	Course	Lab/ Viva	
1	PC	PMA301	Sustainable Development Goals	4	-	-	4	50	-	100	-	100
2	GE	PMAGE...	General Elective	4	-	-	4	50	-	100	-	100
3	PC	PMA311	Summer Internship Project	-	-	-	6	-	50	100	50	100
4	PE	PMA...	Program Elective I	4	-	-	4	50	-	100	-	100
5	PE	PMA...	Program Elective II	4	-	-	4	50	-	100	-	100
6	PE	PMA...	Program Elective III	4	-	-	4	50	-	100	-	100
TOTAL				20	-	-	26	250	50	600	50	600

Programme Electives: Any 3 subjects out of 4 should be chosen from Specialization

<u>SPECIALIZATION: DIGITAL MARKETING</u>			
<u>SEMESTER III</u>			
<u>Sr. No</u>	<u>Semester</u>	<u>Course Code</u>	<u>Name of the course</u>
<u>1</u>	<u>III</u>	<u>PMA3D1</u>	Fundamentals of Digital Marketing
<u>2</u>	<u>III</u>	PMA3D2	Sales & Marketing in Digital Age
<u>3</u>	<u>III</u>	PMA3D3	Website Design & Development
<u>4</u>	<u>III</u>	PMA3D5	Search Engine Optimization and Marketing

General Elective Courses (GE): Students should earn credits from any of the following courses from below listed program Elective courses. Any 1 course should be selected out of 4 courses available in SEM III

<u>SEMESTER III</u>			
<u>Sr. No</u>	<u>Semester</u>	<u>Course Code</u>	<u>Name of the course</u>
<u>1</u>	<u>III</u>	<u>PMAE01</u>	<u>Business Analytics & Data Mining Modeling Using R Part II</u>
<u>2</u>	<u>III</u>	PMAE02	<u>Business Analytics & Text Mining Modeling Using Python</u>
<u>3</u>	<u>III</u>	PMAE03	<u>Design Thinking – A Primer</u>
<u>4</u>	<u>III</u>	PMAE04	<u>Innovation, Business Models and Entrepreneurship</u>
<u>5</u>	<u>III</u>	PMAE05	<u>Business Analytics & Data Mining Modeling Using R Part II</u>
<u>6</u>	<u>III</u>	PMAE06	<u>Business Analytics &Text Mining Modeling Using Python</u>

Semester–IV

<u>Sr. No.</u>	<u>Cours e Type</u>	<u>Course Code</u>	<u>Course Name</u>	<u>Teaching Scheme(H rs./Week)</u>				<u>Examination Scheme</u>				<u>Total Mark s</u>
				<u>L</u>	<u>T</u>	<u>P</u>	<u>C</u>	<u>Formative Assessment CIA</u>		<u>Summative EAssessment ESE</u>		
								<u>Co ur se</u>	<u>Lab/ Viva</u>	<u>Cour se</u>	<u>Lab/ Viva</u>	
<u>1</u>	<u>PC</u>	<u>PMA404</u>	<u>Strategic Management</u>	<u>4</u>	<u>-</u>	<u>-</u>	<u>4</u>	<u>50</u>	<u>-</u>	<u>100</u>	<u>-</u>	<u>100</u>
<u>2</u>	<u>PC</u>	<u>PMA411</u>	<u>Major Research Project</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>6</u>	<u>-</u>	<u>50</u>	<u>100</u>	<u>50</u>	<u>100</u>
<u>3</u>	<u>PC</u>	<u>PMA402</u>	<u>Enterprise Performance Management</u>	<u>4</u>	<u>-</u>	<u>-</u>	<u>4</u>	<u>50</u>	<u>-</u>	<u>100</u>	<u>-</u>	<u>100</u>
<u>4</u>	<u>PE</u>	<u>PMA...</u>	<u>Programme Elective IV</u>	<u>4</u>	<u>-</u>	<u>-</u>	<u>4</u>	<u>50</u>	<u>-</u>	<u>100</u>	<u>-</u>	<u>100</u>
<u>5</u>	<u>PE</u>	<u>PMA...</u>	<u>Programme Elective V</u>	<u>4</u>	<u>-</u>	<u>-</u>	<u>4</u>	<u>50</u>	<u>-</u>	<u>100</u>	<u>-</u>	<u>100</u>
<u>6</u>	<u>PE</u>	<u>PMA...</u>	<u>Programme ElectiveVI</u>	<u>4</u>	<u>-</u>	<u>-</u>	<u>4</u>	<u>50</u>	<u>-</u>	<u>100</u>	<u>-</u>	<u>100</u>
<u>TOTAL</u>				<u>20</u>	<u>-</u>	<u>-</u>	<u>26</u>	<u>250</u>	<u>50</u>	<u>600</u>	<u>50</u>	<u>600</u>

<u>SPECIALIZATION:FINANCIAL MANAGEMENT</u>			
<u>SEMESTER IV</u>			
<u>Sr.</u> <u>No</u>	<u>Semester</u>	<u>Course Code</u>	<u>Name of the course</u>
<u>1</u>	<u>IV</u>	<u>PMA4D1</u>	<u>Digital Consumer Behaviour</u>
<u>2</u>	<u>IV</u>	PMA4D2	E commerce and M commerce and Quick Commerce
<u>3</u>	<u>IV</u>	PMA4D3	AI ML for Business
<u>4</u>	<u>IV</u>	PMA4D4	Content & E-mail Marketing