

UTTAR PRADESH TECHNICAL UNIVERSITY LUCKNOW



SYLLABUS

Master of Business Administration (MBA)

(Effective from Session 2013-2014)

STUDY AND EVALUATION SCHEME

COURSE: MBA Effective from Session 2013-2014 Year 2 Semester III

S.N.	Course Code	Subject	EVALUATION SCHEME				
			SESSIONAL EXAMS			ESE	Total
			CT	TA	Total		
1.	NMBA 031	Entrepreneurship Development	30	20	50	100	150
2.	NMBA 032	International Business Management	30	20	50	100	150
3.	NMBA 033	Rural Development	30	20	50	100	150
4.	NMBA 034	Project Management	30	20	50	100	150
5.		Specialization Group -1 Elective 1*	30	20	50	100	150
6.		Specialization Group -1 Elective 2*	30	20	50	100	150
7.		Specialization Group -2 Elective 1*	30	20	50	100	150
8.		Specialization Group -2 Elective 2*	30	20	50	100	150
9.	NMBA 035	Summer Training Project Report	-	-	-	-	150
10.	AUC-001/ AUC-002	** <i>Human Value & Professional Ethics/ Cyber Security</i>	15	10	25	50	75
		Total					1350

**** Marks will be not added in TOTAL, it is qualifying paper.**

*Human values & Professional Ethics /Cyber Security will be offered as a compulsory audit course for which passing marks are 30% in End Semester Examination and 40% in aggregate.

STUDY AND EVALUATION SCHEME

COURSE: MBA Effective from Session 2013-2014 Year2 Semester IV

S.N.	Course Code	Subject	EVALUATION SCHEME				
			SESSIONAL EXAMS			ESE	Total
			CT	TA	Total		
1.	NMBA 041	Strategic Management	30	20	50	100	150
2.	NMBA 042	Insurance & Risk Management	30	20	50	100	150
3.	NMBA 043	Hospitality & Tourism Management	30	20	50	100	150
4.	NMBA 044	Behavioral Finance	30	20	50	100	150
5.	-	Specialization Group -1 Elective 3*	30	20	50	100	150
6.	-	Specialization Group -2 Elective 3*	30	20	50	100	150
7.	NMBA 045	Research Project Report	30	20	50	100	150
8.	NMBA 046	Comprehensive Viva (CV)	-	-	-	-	100
	AUC-002/ AUC-001	** <i>Cyber Security / Human Value & Professional Ethics</i>	15	10	25	50	75
9.		Total	-	-	-	-	1150
		Grand Total(Sem. 1 to 4)					5000

TA – Teacher Assessment

CT – Cumulative Test

ESE - End Semester Examination.

*Human values & Professional Ethics /Cyber Security will be offered as a compulsory audit course for which passing marks are 30% in End Semester Examination and 40% in aggregate.

ELECTIVE PAPERS

Specialization Group: Human Resource

Course Code

1. NMBA HR 01 Leadership & Personality Development..... (III Semester)
2. NMBA HR02 Industrial Relations & Labour Enactments..... (III Semester)
3. NMBA HR 03 Negotiation & Counseling (IV Semester)

Specialization Group: Marketing

Course Code

1. NMBA MK 01 Consumer Behaviour & Customer Loyalty..... (III Semester)
2. NMBA MK 02 Integrated Marketing Communications (III Semester)
3. NMBA MK 03 Retailing & Distribution Management (IV Semester)

Specialization Group: Financial Management

Course Code

1. NMBA FM 01 Security Analysis & Investment Management(III Semester).
2. NMBA FM 02 Management of Financial Institutions & Services.... (III Semester).
3. NMBA FM 03 Tax Planning and Management (IV Semester)

Specialization Group: Information Technology

Course Code

1. NMBA IT 01 Database Management System (III Semester)
2. NMBA IT 02 System Analysis & Design..... (III Semester)
3. NMBA IT 03 Data Communication & Network (IV Semester)

Specialization Group: International Business

Course Code

1. NMBA IB01 International Marketing Management (III Semester)
2. NMBA IB02 International Logistics & Documentation (III Semester)
3. NMBA IB03 International Financial Management (IV Semester)

Specialization Group: Rural Development

Course Code

1. NMBA RD0 1 Rural Marketing..... (III Semester)
2. NMBA RD 02 Micro Finance, Small Group Management, and Cooperatives (III Semester)
3. NMBA RD03 Food Technology & Processing Management (IV Semester)