

## SHRI G S INSTITUTE OF TECHNOLOGY &amp; SCIENCE, INDORE

## M B A FIRST YEAR ( 2YDC)

## Semester I

S.No.	Subject Code	Subject	Hours per Week			Credits		Th.	CW	SW	Pr.	Total
			L	T	P	T	P					
1	MBA1006	Fundamentals of Management	3	-	-	3	-	70	30	-	-	100
2	MBA1007	Accounting for Managers	3	-	-	3	-	70	30	-	-	100
3	MBA1008	Business and Economic Environment	3	-	-	3	-	70	30	-	-	100
4	MBA1009	Organization Behaviour	3	-	-	3	-	70	30	-	-	100
5	MBA1010	Operations Management	3	-	-	3	-	70	30	-	-	100
6	MAA1104	Mathematics & Statistics for Managers	3	-	-	3	-	70	30	-	-	100
7	HUA1105	Business Communication	3	-	-	3	-	70	30	-	-	100
8	CTA1106	IT for Managers	3	-	-	3	-	70	30	-	-	100
9	CTA1904	IT Lab	-	-	2	-	1	-	-	20	30	50
10	MBA1905	GD/PI Lab	-	-	2	-	1	-	-	50	-	50
11	MBA1998	Comprehensive Viva	-	-	-	-	4	-	-	-	100	100
<b>Total</b>			24	0	4	24	6	560	240	70	130	1000

## Semester II

S.No.	Subject Code	Subject	Hours per Week			Credits		Th.	CW	SW	Pr.	Total
			L	T	P	T	P					
1	MBA2008	Human Resource Management	3	-	-	3	-	70	30	-	-	100
2	MBA2009	Research Methodology	3	-	-	3	-	70	30	-	-	100
3	MBA2010	Marketing Management	3	-	-	3	-	70	30	-	-	100
4	MBA2011	Financial Management	3	-	-	3	-	70	30	-	-	100
5	MBA2012	Managerial Economics	3	-	-	3	-	70	30	-	-	100
6	MBA2014	Business Legislation	3	-	-	3	-	70	30	-	-	100
7	MBA2015	Entrepreneurship and Ethics	3	-	-	3	-	70	30	-	-	100
8	MAA2102	Quantitative Decision Making	3	-	-	3	-	70	30	-	-	100
9	MBA2904	Research Methodology Lab	-	-	2	-	1	-	-	20	30	50
10	MBA2905	Excel Lab	-	-	2	-	1	-	-	50	-	50
11	MBA2998	Comprehensive Viva	-	-	-	-	4	-	-	-	100	100
<b>Total</b>			24	0	4	24	6	560	240	70	130	1000



## SHRI G S INSTITUTE OF TECHNOLOGY &amp; SCIENCE, INDORE

## M B A

## SECOND YEAR ( 2YDC)

## THIRD SEMESTER

<b>MARKETING</b>	Elective MM-I	Offered
<b>Subject Code</b>	<b>List of Subjects</b>	
MBA3105	Service Marketing	
MBA3107	Strategic Brand Management	Y
	Sales and Distribution Management	
MBA3106	Advertising and sales Promotion	Y
MBA3108	Digital Marketing	Y

<b>FINANCE</b>	Elective FM-I	Offered
<b>Subject Code</b>	<b>List of Subjects</b>	
MBA3304	Security analysis and portfolio management	Y
<b>MBA3309</b>	<b>Financial Derivatives &amp; Risk Management</b>	
MBA3307	Banking and Insurance	Y
MBA3308	Tax Planning	Y
	Economic Indicator and Global Capital Markets	

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## M B A

## SECOND YEAR ( 2YDC)

## THIRD SEMESTER

<b>HUMAN RESOURCE</b>	Elective HR -I	Offered
<b>Subject Code</b>	<b>List of Subjects</b>	
MBA3504	Industrial relations and labor law	
MBA3505	Social and Industrial Psychology	Y
MBA3506	Training and Organizational development	Y
MBA3507	Human resource development	Y
	Managing knowledge worker	
<b>OPERATIONS</b>	Elective OM-I	
<b>Subject Code</b>	<b>List of Subjects</b>	Offered
MBA3707	Total Quality Management	Y
MBA3708	Operations Planning and Control	Y
MBA3705	Business process reengineering	Y
MBA3706	Materials Management	
MBA	Advances in Operations Management	

## SHRI G S INSTITUTE OF TECHNOLOGY &amp; SCIENCE, INDORE

## M B A

## SECOND YEAR ( 2YDC)

FOURTH SEMESTER				
MARKETING		Elective MM-II		
Subject Code	List of Subjects	Offered	Subject Code	List of Subjects
MBA4108	Consumer Behaviour		MBA4110	Consumer Behaviour
MBA4109	Rural and Service Marketing		MBA4111	Rural and Service Marketing
MBA4100	Supply Chain Management		MBA4112	Supply Chain Management
	Industrial Marketing			
MBA4106	International Marketing			
FINANCE		Elective FM-II		
Subject Code	List of Subjects	Offered		
MBA4304	International Finance			
	Financial Modeling using excel			
MBA4308	Strategic Financial Management			
	Mergers and Acquisition			
MBA4307	Financial Market and Services			
HUMAN RESOURCE		Elective HR -II		
Subject Code	List of Subjects	Offered		
MBA4504	Compensation and reward Management			
MBA4505	HR strategies and audit			
MBA4506	Labour Legislation			
	Business process transformation			
	Social security and Labour welfare			

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<b>OPERATIONS</b>	Elective OM-II				
<b>Subject Code</b>	<b>List of Subjects</b>		<b>Subject Code</b>	<b>List of Subjects</b>	
MBA4707	Supply Chain Management(MBA4100)				
MBA4705	Logistics Management		MBA4709	Logistics Management	
	Technology Management		MBA4711	Advances in Operations Management	
	Enterprise Resource Planning		MBA4710	Logistics Management	(for core subject)
	Innovation Management & Sustainability				