

**DEPARTMENT OF MANAGEMENT STUDIES, BHIMTAL
(DMS)**

Choice Based Credit System

Regulations

&

Syllabi

For

Integrated BMS-MBA Programme

Session: 2018-19 Onwards

(Semester: I - X)



KUMAUN UNIVERSITY, NAINITAL

"State University under UGC Act 1956"

Integrated BMS-MBA Programme

Under Choice Based Credit System

AE/ Courses	Course Code	Course Title	Hours/ week			Credit	Evaluation Scheme				Subject Total
			L	P/ FW	T		Internal Assessment		ESE		
							MSE	TA	Th	P/V	
Integrated BMS-MBA- I Year											
Semester- I											
C	IMBA-C0101	Business Organization & Management	03	-	01	04	20	10	70	-	100
C	IMBA-C0102	Micro –Economics	03	-	01	04	20	10	70	-	100
C	IMBA-C0103	Statistics for Business Decisions	03	-	01	04	20	10	70	-	100
C	IMBA-C0104	Basic Accounting	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0105	Computer fundamentals	02	02	01	04	20	10	50	20	100
AECC	IMBA-C0106	Writing Skills & Communication	03	-	01	04	20	10	70	-	100
AECC	IMBA-0107	a) Presentation workshop	-	-	02	02	-	50	-	-	100
		b) Comprehensive Viva-Voce	-	-	-	02	-	-	-	50	
						28	Total				700
Semester-II											
C	IMBA-C0201	Organisational Behaviour	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0202	Data Base Management System	02	02	01	04	20	10	50	20	100
C	IMBA-C0203	Business Maths	03	-	01	04	20	10	70	-	100
C	IMBA-C0204	Corporate Accounting	03	-	01	04	20	10	70	-	100
C	IMBA-C0205	Macro Economics	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0206	Business Communication	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0207	a)Business Seminar	-	-	02	02	-	50	-	-	100
		b)Comprehensive Viva-Voce	-	-	-	02	-	-	-	50	
						28	Total				700

AE/ Courses	Course Code	Course Title	Hours / week			Credit	Evaluation Scheme				Subject Total
			L	P/ FW	T		Internal Assessment		ESE		
							MSE	TA	Th	P/V	
Integrated BMS-MBA- II Year											
Semester- III											
C	IMBA-C0301	Human Resource Management	03	-	01	04	20	10	70	-	100
C	IMBA-C0302	Cost and Management Accounting	03	-	01	04	20	10	70	-	100
C	IMBA-C0303	Economic and Business Legislation	03	-	01	04	20	10	70	-	100
C	IMBA-C0304	Marketing Management	03	-	01	04	20	10	70	-	100
C	IMBA-C0305	Financial Management	03	-	01	04	20	10	70	20	100
C	IMBA-C0306	System Analysis and Design	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0307	a)Business ethics (Workshop)	-	-	02	02	-	50	-	-	100
		b) Comprehensive Viva-Voce	-	-	-	02	-	-	-	50	
						28	Total				700
Semester-IV											
C	IMBA-C0401	Operations Management	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0402	Environmental Science	03	-	01	04	20	10	70	-	100
C	IMBA-C0403	Research Methodology	03	-	01	04	20	10	70	-	100
C	IMBA-C0404	Management Information System	03	-	01	04	20	10	70	-	100
C	IMBA-C0405	Income Tax Law and Practice	03	-	01	04	20	10	70	-	100
C	IMBA-C0406	Macro Economics	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0407	a)Indian Business Legend	-	-	02	02	-	50	-	-	100
		b)Comprehensive Viva -Voce	-	-	-	02	-	-	-	50	
						28	Total				700

AE/ Courses	Course Code	Course Title	Hours/ week			Credit	Evaluation Scheme				Subject Total
			L	P/ FW	T		Internal Assessment		ESE		
							MSE	TA	Th	P/V	
Integrated BMS-MBA- III Year											
Semester- V											
C	IMBA-0501	International Business	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0502	Computer Networks and Web Development	02	02	01	04	20	10	50	20	100
C	IMBA-C0503	Financial Markets and Institutions	03	-	01	04	20	10	70	-	100
C	IMBA-0504	Management of Industrial Relations	03	-	01	04	20	10	70	-	100
C	IMBA-C0505	Marketing of Services	03	-	01	04	20	10	70	20	100
C	IMBA-C0506	Small Business Management	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0507	In –Industry Summer Training- Report & Viva-voce	-	-	-	06	-	-	80	70	150
						30	Total				750
Semester-VI											
C	IMBA-C0601	Entrepreneurship Development	03	-	01	04	20	10	70	-	100
C	IMBA-C0602	International Marketing	03	-	01	04	20	10	70	-	100
C	IMBA-C0603	Banking Operations Management	03	-	01	04	20	10	70	-	100
C	IMBA-C0604	Company Law	03	-	01	04	20	10	70	-	100
C	IMBA-C0605	Organisational Theory & Design	03	-	01	04	20	10	70	-	100
C	IMBA-C0606	Project Management	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0607	Comprehensive Viva-Voce	-	-	02	02	-	-	-	50	50
						26	Total				650

AE/ Courses	Course Code	Course Title	Hours / week			Credit	Evaluation Scheme				Subject Total
			L	P/ FW	T		Internal Assessment		ESE		
							MSE	TA	Th	P/V	
Integrated BMS-MBA- IV Year											
Semester- VII											
C	IMBA-C0701	Knowledge Management	03	-	01	04	20	10	70	-	100
C	IMBA-C0702	Advertising & Sales Promotion	03	-	01	04	20	10	70	-	100
C	IMBA-C0703	E-Business	03	-	01	04	20	10	70	-	100
C	IMBA-C0704	Operations Research	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0705	a) Developing Managerial Skills Workshop	-	-	02	02	-	50	-	-	100
		b) Comprehensive Viva-Voce	-	-	-	02	-	-	-	50	
DSE	IMBA-E-	Specialisation Area- I Part A – Elective Paper 1	03	-	01	04	20	10	70	-	100
DSE	IMBA-E	Specialisation Area- II Part A – Elective Paper 1	03	-	01	04	20	10	70	-	100
						28	Total				700
Semester-VIII											
C	IMBA-C0801	Strategic Management	03	-	01	04	20	10	70	-	100
C	IMBA-C0802	Innovation Management	03	-	01	04	20	10	70	-	100
C	IMBA-C0803	Insurance & Risk Management	03	-	01	04	20	10	70	-	100
C	IMBA-C0804	Customer Relationship Management	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0805	Comprehensive Viva-Voce	-	-	-	02	-	-	-	50	50
DSE	IMBA-E-	Specialisation Area- I Part B– Elective Paper 2	03	-	01	04	20	10	70	-	100
DSE	IMBA-E-	Specialisation Area- II Part B – Elective Paper 2	03	-	01	04	20	10	70	-	100
						26	Total				650

AE/ Courses	Course Code	Course Title	Hours / week			Credit	Evaluation Scheme				Subject Total
			L	P/ FW	T		Internal Assessment		ESE		
							MSE	TA	Th	P/V	
Integrated BMS-MBA- V Year											
Semester- IX											
C	IMBA-C0901	Corporate Governance	03	-	01	04	20	10	70	-	100
AECC	IMBA-C0902	In –Industry Summer Training Report & Viva-voce	-	-	-	06	-	-	80	70	150
DSE	IMBA-E-	Specialisation Area- I Part C– Elective Paper 3	03	-	01	04	20	10	70	-	100
DSE	IMBA-E-	Specialisation Area- I Part C– Elective Paper 4	03	-	01	04	20	10	70	-	100
DSE	IMBA-E-	Specialisation Area- I Part C– Elective Paper 5	03	-	01	04	20	10	70	-	100
DSE	IMBA-E-	Specialisation Area- II Part C– Elective Paper 3	03	-	01	04	20	10	70	-	100
DSE	IMBA-E-	Specialisation Area- II Part C– Elective Paper 4	03	-	01	04	20	10	70	-	100
DSE	IMBA-E-	Specialisation Area- II Part C– Elective Paper 5	03	-	01	04	20	10	70	-	100
						34	Total				850
Semester-X											
C	IMBA-C01001	Management Control System	03	-	01	04	20	10	70	-	100
AECC	IMBA-C01002	Project Work –Report & Viva-voce	-	-	-	06	-	-	80	70	150
DSE	IMBA-E-	Specialisation Area- I Part D– Elective Paper 6	03	-	01	04	20	10	70	-	100
DSE	IMBA-E-	Specialisation Area- II Part D– Elective Paper 6	03	-	01	04	20	10	70	-	100
						18	Total				450
Total Credits:						274	Grand Total				6850

C-Core Paper, **AEC**- Ability Enhancement Course, **SEC**-Skill Enhancement Course, **DSE**- Discipline Specific Elective, **E**- Elective, **L**-Lecture, **Th**- Theory, **P**- Practical, **FW**- Field Work **T**- Tutorial, **MSE**-Mid Sem Examination, **TA**- Term Assessment, **V**- Viva-voce, **ESE**- End Semester Examination.

LIST OF DISCIPLINE SPECIFIC ELECTIVES VII, VIII, IX & X SEMESTER

Note: Students can take any Two of the following Elective groups/specialisations. Students will have to choose any two of the following four (04) Elective groups in 7th semester which will remain same in the 8th, 9th & 10th Semesters.

Elective Groups:-

1- FINANCE (F)

PART- A

IMBA – E-F-711- Capital Investment & Financial Decision Making

IMBA – E-F-712- Corporate Restructuring

PART- B

IMBA – E-F-811- International Finance

IMBA – E-F-812- Management of Financial Service

PART- C

IMBA –E-F- 911- Security Analysis & Port Folio Management

IMBA – E-F-912- Mutual Funds

IMBA – E-F-913- Investment Banking

IMBA – E-F-914- Mergers & Acquisition

PART- D

IMBA –E-F- 1011- Financial Derivatives

IMBA – E-F-1012- Strategic Financial Management

2-MARKETING (M)

PART- A

IMBA – E-M-721- Consumer Behaviour

IMBA – E-M-722- Marketing Research

PART- B

IMBA – E-M-821- Sales Management

IMBA – E-M-822- Industrial Marketing

PART- C

IMBA –E-M- 921- Rural Marketing

IMBA – E-M-922- Brand Management

IMBA – E-M-923- Retail Marketing

IMBA – E-M-924- Agricultural Marketing

PART- D

IMBA –E-M- 1021- Supply Chain Management

IMBA – E-M-1022- Digital Marketing

3-HUMAN RESOURCES MANAGEMENT (H)

PART- A

IMBA – E-H-731- Global Human Resource Management

IMBA – E-H-732- Human Resource Development

PART- B

IMBA – E-H-831- Compensation Management

IMBA – E-H-832- Managing Interpersonal & Group Processes

PART- C

IMBA – E-H-931- Management Training & Development

IMBA – E-H-932- Legal Framework Governing Human Resource

IMBA – E-H-933- Performance Management

IMBA – E-H-934- Management of Industrial Relations

PART- D

IMBA –E-H- 1031- Organisation Change & Development

IMBA – E-H-1032- Job Motivation & Social Security

4-INTERNATIONAL BUSINESS (I)

PART- A

IMBA – E-I-741- International Trade & Business

IMBA –E-I- 742- Comparative International Marketing

PART- B

IMBA – E-I-841- International Banking

IMBA – E-I-842- Globalization & Sustainable Development

PART- C

IMBA – E-I-941- Multinational Financial Management

IMBA – E-I-942- Technology Acquisition, Transfer & MNCs

IMBA – E-I-943- Export Management

IMBA – E-I-944- Cross Cultural & Global Management

PART- D

IMBA –E-I- 1041- Foreign Exchange Management

IMBA – E-I-1042- International Finance & Forex Management

Evaluation Pattern

Award of Grades and Grade Points based on absolute marks shall be as below:

Marks Range (out of 100)	Grade	Grade Point
90-100	O	10
80-89	A ⁺	9
70-79	A	8
60-69	B ⁺	7
55-59	B	6
50-54	C	5
45-49	P	4
0-44	F	0
Absent	Ab	0

- Letter grades O,A⁺,A,B⁺,B,C,P in a paper means, the student has been able to clear that paper (i.e. passed in that paper)
- Letter grade F means that the student has failed. He may be entitled to appear in the Back Paper examination provided he satisfies the other conditions stipulated in the ordinances.
- Letter grade Ab means the student was absent.

Calcuation of SGPA and CGPA

Following procedure shall be adopted to calculate Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA).

- The SGPA is the ratio of sum of the product of the number of credits with the grade point scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student i.e.

$$SGPA = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i th paper and G_i is the grade point scored by the student in the i th paper.

- The CGPA is also calculated in the same manner taking into account all the papers undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum(C_j \times S_j)}{\sum C_j}$$

Where S_j is the SGPA of the j th semester and C_j is the total number of credits in that semester.

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Illustration of Calculation of SGPA and CGPA

- **Illustration for SGPA**

Paper	Credit	Grade Letter	Grade Point	Credit Point
Paper 1	4	A	8	4x8=32
Paper 2	4	B ⁺	7	4x7=28
Paper 3	4	O	10	4x10=40
Paper 4	4	C	5	4x5=20
Paper 5	4	B	6	4x6=24
Paper 6	4	C	5	4x5=20
Paper 7	2	B ⁺	7	2x7=14
Total	26			=178

Thus SGPA=178/26=6.85

- **Illustration for CGPA**

Semester I	Semester II	Semester III	Semester IV
Credit : 30 SGPA : 6.90	Credit : 26 SGPA : 5.80	Credit : 32 SGPA : 7.30	Credit : 34 SGPA : 6.80

$$CGPA = \frac{\sum(C_j \times S_j)}{\sum C_j}$$

$$CGPA = \frac{(30 \times 6.9) + (26 \times 5.8) + (32 \times 7.3) + (34 \times 6.8)}{\sum C_j}$$

Thus, CGPA= 822.6/122=6.74

The conversion formula for converting CGPA to the corresponding Percentage of Marks will be as follows:

$$X = 10Y - 4.5$$

Where, X = Percentage of Marks

Y= CGPA

Award of Degree

- The award of the division to the successful candidate will be on the basis of the combined results of MBA Part I and II examinations (of all four semesters) as follows:

- | | | |
|-------|---|-------------|
| (i) | Candidates securing CGPA 6.45 and above | I Division |
| (ii) | Candidates securing CGPA 5.45 to 6.44 | II Division |
| (iii) | Candidates securing CGPA less than 5.45 | Fail |

