

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

**Choice Based Credit System**

**Regulations**

**&**

**Syllabi**

**For**

**MBA Specialization Programme**

**Session: 2018-19 Onwards**

**(Semester: I - IV)**



**KUMAUN UNIVERSITY, NAINITAL**

**"State University under UGC Act 1956"**

**MBA Specialization 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	
<b>MBA Specialization - I Year</b>											
<b>Semester- I</b>											
C	SMBA-C0101	Knowledge Management	03	-	01	04	20	10	70	-	100
C	SMBA-C0102	Advertising & Sales Promotion	03	-	01	04	20	10	70	-	100
C	SMBA-C0103	E-Business	03	-	01	04	20	10	70	-	100
C	SMBA-C0104	Operations Research	03	-	01	04	20	10	70	-	100
AECC	SMBA-C0105	a)Developing Managerial Skills Workshop	-	-	02	02	-	50	-	-	50
		b) Comprehensive Viva-Voce	-	-	-	02	-	-	-	50	50
DSE	SMBA-E-	Specialisation Area- I Part A – Elective Paper 1	03	-	01	04	20	10	70	-	100
DSE	SMBA-E	Specialisation Area- II Part A – Elective Paper 1	03	-	01	04	20	10	70	-	100
						<b>28</b>	<b>Total</b>				<b>700</b>
<b>Semester-II</b>											
C	SMBA-C0201	Strategic Management	03	-	01	04	20	10	70	-	100
C	SMBA-C0202	Innovation Management	03	-	01	04	20	10	70	-	100
C	SMBA-C0203	Insurance & Risk Management	03	-	01	04	20	10	70	-	100
C	SMBA-C0204	Customer Relationship Management	03	-	01	04	20	10	70	-	100
AECC	SMBA-C0205	Comprehensive Viva-Voce	-	-	-	02	-	-	-	50	50
DSE	SMBA-E-	Specialisation Area- I Part B– Elective Paper 2	03	-	01	04	20	10	70	-	100
DSE	SMBA-E-	Specialisation Area- II Part B – Elective Paper 2	03	-	01	04	20	10	70	-	100
						<b>26</b>	<b>Total</b>				<b>650</b>

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	
<b>MBA Specialization - II Year</b>											
<b>Semester- III</b>											
C	SMBA-C0301	Corporate Governance	03	-	01	04	20	10	70	30	100
AECC	SMBA-C0302	In –Industry Summer Training Report & Viva-voce	-	-	-	06	-	-	80	70	150
DSE	SMBA-E-	Specialisation Area- I Part C– Elective Paper 3	03	-	01	04	20	10	70	-	100
DSE	SMBA-E-	Specialisation Area- I Part C– Elective Paper 4	03	-	01	04	20	10	70	-	100
DSE	SMBA-E-	Specialisation Area- I Part C– Elective Paper 5	03	-	01	04	20	10	70	-	100
DSE	SMBA-E-	Specialisation Area- II Part C– Elective Paper 3	03	-	01	04	20	10	70	-	100
DSE	SMBA-E-	Specialisation Area- II Part C– Elective Paper 4	03	-	01	04	20	10	70	-	100
DSE	SMBA-E-	Specialisation Area- II Part C– Elective Paper 5	03	-	01	04	20	10	70	-	100
						<b>34</b>	<b>Total</b>			<b>850</b>	
<b>Semester-IV</b>											
C	SMBA-C0401	Management Control System	03	-	01	04	20	10	70	-	100
AECC	SMBA-C0402	Project Work –Report & Viva- voce	-	-	-	06	-	-	80	70	150
DSE	SMBA-E-	Specialisation Area- I Part D– Elective Paper 6	03	-	01	04	20	10	70	-	100
DSE	SMBA-E-	Specialisation Area- II Part D– Elective Paper 6	03	-	01	04	20	10	70	-	100
						<b>18</b>	<b>Total</b>			<b>450</b>	
<b>Total Credits:</b>						<b>272</b>	<b>Grand Total</b>			<b>6800</b>	

**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 I, II, III & IV 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 1<sup>st</sup> semester which will remain same in the 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Semesters.

### Elective Groups:-

#### 1- FINANCE

##### PART- A

SMBA – E-F-111- Capital Investment & Financial Decision Making

SMBA – E-F-112- Corporate Restructuring

##### PART- B

SMBA – E-F-211- International Finance

SMBA – E-F-212- Management of Financial Service

##### PART- C

SMBA –E-F- 311- Security Analysis & Port Folio Management

SMBA – E-F-312- Mutual Funds

SMBA – E-F-313- Investment Banking

SMBA – E-F-314- Mergers & Acquisition

##### PART- D

SMBA –E-F- 411- Financial Derivatives

SMBA – E-F-412- Strategic Financial Management

#### 2-MARKETING

##### PART- A

SMBA – E-M-121- Consumer Behaviour

SMBA – E-M-122- Marketing Research

##### PART- B

SMBA – E-M-221- Sales Management

SMBA – E-M-222- Industrial Marketing

##### PART- C

SMBA –E-M- 321- Rural Marketing

SMBA – E-M-322- Brand Management

SMBA – E-M-323- Retail Marketing

SIMBA – E-M-324- Agricultural Marketing

##### PART- D

SMBA –E-M- 421- Supply Chain Management

SMBA – E-M-422- Digital Marketing

### **3-HUMAN RESOURCES MANAGEMENT**

#### **PART- A**

SMBA – E-H-131- Global Human Resource Management

SMBA – E-H-132- Human Resource Development

#### **PART- B**

SMBA – E-H-231- Compensation Management

SMBA – E-H-232- Managing Interpersonal & Group Processes

#### **PART- C**

SMBA – E-H-331- Management Training & Development

SMBA – E-H-332- Legal Framework Governing Human Resource

SMBA – E-H-333- Performance Management

SMBA – E-H-334- Management of Industrial Relations

#### **PART- D**

SMBA –E-H- 431- Organisation Change & Development

SMBA – E-H-432- Job Motivation & Social Security

### **4-INTERNATIONAL BUSINESS**

#### **PART- A**

SMBA – E-I-141- International Trade & Business

SMBA –E-I- 142- Comparative International Marketing

#### **PART- B**

SMBA – E-I-241- International Banking

SMBA – E-I-242- Globalization & Sustainable Development

#### **PART- C**

SMBA – E-I-341- Multinational Financial Management

SMBA – E-I-342- Technology Acquisition, Transfer & MNCs

SMBA – E-I-343- Export Management

SMBA – E-I-344- Cross Cultural & Global Management

#### **PART- D**

SMBA –E-I- 441- Foreign Exchange Management

SMBA – E-I-442- International Finance & Forex Management

## **Evaluation Pattern**

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

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

- Letter grades O,A<sup>+</sup>,A,B<sup>+</sup>,B,C,D 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.

## **Calculation 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 <sup>+</sup>	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 <sup>+</sup>	7	2x7=14
<b>Total</b>	<b>26</b>			<b>=178</b>

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        |