

PEOPLE'S UNIVERSITY, BHOPAL
Master of Business Administration (Dual Specialization) Programme
Teaching & Evaluation Scheme w.e.f. 2017-18

First year
Semester 1

S.No.	Subject Code	Nomenclature / Name of the Subject	Periods			Contact Hours	Credits	Evaluation Scheme(Theory)		
			L	T	P			Internal	External	Total
1	CP-101	Principles and Practices of Management	3	2	0	5	4	30	70	100
2	CP-102	Managerial Economics	3	2	0	5	4	30	70	100
3	CP-103	Accounting and Finance for Managers	3	2	0	5	4	30	70	100
4	CP-110	International Business Environment	3	2	0	5	4	30	70	100
5	CP-106	Quantitative Techniques	3	2	0	5	4	30	70	100
6	CP-107	Business Communication	3	2	0	5	4	30	70	100
7	CP-111	Production & Operations Management	3	2	0	5	4	30	70	100
		Total	21	14	00	35	28	210	490	700

First year
Semester 2

S.No.	Subject Code	Nomenclature / Name of the Subject	Periods			Contact Hours	Credits	Evaluation Scheme(Theory)		
			L	T	P			Internal	External	Total
1	CP-201	Human Resource Management	3	2	0	5	4	30	70	100
2	CP-202	Marketing Management	3	2	0	5	4	30	70	100
3	CP-210	Ethics, CSR & Corporate Governance	3	2	0	5	4	30	70	100
4	CP-204	Operations Research	3	2	0	5	4	30	70	100
5	CP-205	Financial Management	3	2	0	5	4	30	70	100
6	CP-211	Organization Behaviour	3	2	0	5	4	30	70	100
7	CP-208	Research Methodology	3	2	0	5	4	30	70	100
8	CP-209	Comprehensive Viva	0	8	0	8	4	0	100	100
		Total	21	22	0	43	32	210	590	800

Master of Business Administration (Dual Specialization) Programme
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Second year

Semester 3

S.No.	Subject Code	Nomenclature / Name of the Subject	Periods			Contact Hours	Credits	Evaluation Scheme(Theory)		
			L	T	P			Internal	External	Total
1	CP-301	Project Management	3	2	0	5	4	30	70	100
2	CP-302	Business Policy and Strategic Management	3	2	0	5	4	30	70	100
3		Specialisation 1 Paper - 1	3	2	0	5	4	30	70	100
4		Specialisation 1 Paper - 2	3	2	0	5	4	30	70	100
5		Specialisation 2 Paper - 1	3	2	0	5	4	30	70	100
6		Specialisation 2 Paper - 2	3	2	0	5	4	30	70	100
7	CP-303	Summer training project & Viva Voce	0	8	0	8	8	100	100	200
		Total	18	20	0	38	32	180	520	800

Second year

Semester 4

S.No.	Subject Code	Nomenclature / Name of the Subject	Periods			Contact Hours	Credits	Evaluation Scheme(Theory)		
			L	T	P			Internal	External	Total
1	CP-401	Decision Support System and Management. Information System	3	2	0	5	4	30	70	100
2	CP-402	Business Legislation	3	2	0	5	4	30	70	100
3	CP-403	Project Work & Comprehensive Viva Voce	0	8	0	8	4	0	100	100
4		Specialisation 1 Paper - 3	3	2	0	5	4	30	70	100
5		Specialisation 1 Paper -4	3	2	0	5	4	30	70	100
6		Specialisation 2 Paper - 3	3	2	0	5	4	30	70	100
7		Specialisation 2 Paper - 4	3	2	0	5	4	30	70	100
		Total	18	20	0	38	28	180	520	700
		Grand Total					120			3000

PEOPLE'S UNIVERSITY, BHOPAL
MBA (Dual Specialisation) Programme
Specialisation Subjects

1. Marketing

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory Marks	Sessional Marks	Total Marks
		L	T	P						
MM-101	Consumer Behaviour	3	1	0	1	4	4	70	30	100
MM-102	Advertising and Sales Promotion	3	1	0	1	4	4	70	30	100
MM-104	Industrial and Services Marketing	3	1	0	1	4	4	70	30	100
MM-105	Logistics and Sales Management	3	1	0	1	4	4	70	30	100

2. Human Resource

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory Marks	Sessional Marks	Total Marks
		L	T	P						
HRM-101	Industrial Relations	3	1	0	1	4	4	70	30	100
HRM-102	Compensation Management	3	1	0	1	4	4	70	30	100
HRM-103	Training and Development	3	1	0	1	4	4	70	30	100
HRM-105	Human Resource Planning and Development	3	1	0	1	4	4	70	30	100

3. Finance

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory Marks	Sessional Marks	Total Marks
		L	T	P						
FM- 101	Security Analysis and Investment Management	3	1	0	1	4	4	70	30	100
FM- 102	International Financial Management	3	1	0	1	4	4	70	30	100
FM- 103	Management of Financial Services	3	1	0	1	4	4	70	30	100
FM- 104	Financial Derivatives	3	1	0	1	4	4	70	30	100

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory Marks	Sessional Marks	Total Marks
		L	T	P						
IB-102	International Marketing	3	1	0	1	4	4	70	30	100
IB-103	Export-Import Procedures, Documentation and Logistics	3	1	0	1	4	4	70	30	100
IB-104	India's Foreign Trade Policy	3	1	0	1	4	4	70	30	100
IB-105	Global Human Resource Management	3	1	0	1	4	4	70	30	100

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory Marks	Sessional Marks	Total Marks
		L	T	P						
HM-101	Hospital Administration	3	1	0	1	4	4	70	30	100
HM-102	Hospital Architecture, Planning, Design and Maintenance	3	1	0	1	4	4	70	30	100
HM-104	Support Services in Hospital	3	1	0	1	4	4	70	30	100
HM-105	Hospital Information Systems	3	1	0	1	4	4	70	30	100

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory Marks	Sessional Marks	Total Marks
		L	T	P						
RMM-101	Retail Operations Management	3	1	0	1	4	4	70	30	100
RMM-103	Retail Planning	3	1	0	1	4	4	70	30	100
RMM-104	Supply Chain Management	3	1	0	1	4	4	70	30	100
RMM-105	Retail Sales Techniques and Promotions	3	1	0	1	4	4	70	30	100

Subject Code	Nomenclature / Name of the Subject	Teaching(Hrs/week)			Number of papers	Duration (Hrs.)	Credits	Max. Theory Marks	Sessional Marks	Total Marks
		L	T	P						

EMM-101	Principles of Event Management	3	1	0	1	4	4	70	30	100
EMM-103	Control & Evaluation	3	1	0	1	4	4	70	30	100
EMM-104	Concept Selling In Event Management	3	1	0	1	4	4	70	30	100
EMM-105	Advertising & Sales Promotion in Managing Events	3	1	0	1	4	4	70	30	100

