



**INDIAN INSTITUTE of ENGINEERING SCIENCE and
TECHNOLOGY, SHIBPUR**

Course Structure of

MASTER OF BUSINESS ADMINISTRATION (M.B.A)

Effective from Academic Session 2019 - 20

Offered By

SCHOOL OF MANAGEMENT SCIENCES (SOMS)

Course Structure for Two-Year MBA Program (From 2019 Onward)
School of Management Sciences

1st Semester

Sl. No	Course Name	Course code	Class Load/Week			Credit	Marks
			L	T	P		
1.	Paper I: Principles of Management and Organisational Behaviour	MS5101	3	0	0	3	100
2.	Paper II: Managerial Economics	MS5102	3	0	0	3	100
3.	Paper III: Quantitative Methods in Management	MS5103	3	0	0	3	100
4.	Paper IV: Managerial Accounting	MS5104	3	0	0	3	100
5.	Paper V: Marketing Management-I	MS5105	3	0	0	3	100
6.	Paper VI: Information Technology Management	MS5106	3	0	0	3	100
	Theory Sub-total		18	0	0	18	600
7.	Lab1: Business Communication	MS5171	0	0	3	2	100
	Practical Sub-total		0	0	3	2	100
	1st Semester Total		18	0	3	20	700

2nd Semester

Sl. No	Course Name	Course code	Class Load/Week			Credit	Marks
			L	T	P		
1.	Paper VII: Human Resource Management	MS5201	3	0	0	3	100
2.	Paper VIII: Operations Research	MS5202	3	0	0	3	100
3.	Paper IX: Marketing Management-II	MS5203	3	0	0	3	100
4.	Paper X : Financial Management	MS5204	3	0	0	3	100
5.	Paper XI : Production and Operations Management	MS5205	3	0	0	3	100
6.	Paper XII : Business Environment and Legal System	MS5206	3	0	0	3	100

	Theory Subtotal		18	0	0	18	600
7.	Project-I	MS5271	0	0	3	3	100
	Practical Subtotal		0	0	3	3	100
	2nd Semester Total		18	0	3	21	700

3rd Semester

Sl. No	Course Name	Course code	Class Load/Week			Credit	Marks
			L	T	P		
1.	Paper XIII: Management Information Systems	MS6101	3	0	0	3	100
2.	Paper XIV: Entrepreneurship Management	MS6102	3	0	0	3	100
Departmental Electives (2 Papers of Major Specialization)							
Finance							
3.1	Company Accounts and Corporate Taxation and Tax Planning	MS6121	3	0	0	3	100
4.1	Strategic Financial Management and Security Analysis and Portfolio Management	MS6122	3	0	0	3	100
Marketing							
3.2	International Marketing	MS6123	3	0	0	3	100
4.2	Consumer Behaviour and Marketing Research	MS6124	3	0	0	3	100
Human Resource							
3.3	Performance, Compensation and Reward Management	MS6125	3	0	0	3	100
4.3	Industrial Relations and Labour Laws	MS6126	3	0	0	3	100
Operations							
3.4	Logistics and Supply Chain Management	MS6127	3	0	0	3	100
4.4	Quality Management Systems	MS6128	3	0	0	3	100
	Theory Subtotal		12	0	0	12	400
5.	Project-II	MS6171	0	0	3	2	100
6.	Society, Ethics and Sustainability	MS6172	0	0	3	2	100

7.	Viva-Voce	MS6191	0	0	0	4	100
	Practical Subtotal		0	0	6	9	300
	3rd Semester Total		12	0	6	21	700

4th Semester

Sl. No	Course Name	Course code	Class Load/Week			Credit	Marks
			L	T	P		
1.	Paper XV: Strategic Management	MS6201	3	0	0	3	100
Departmental Electives (2 Papers of Major Specialization and 2 Papers of Minor Specialization)							
Finance							
2.1	Financial Markets, Financial Institutions and Services	MS6221	3	0	0	3	100
3.1	International Financial Management	MS6222	3	0	0	3	100
Marketing							
2.2	Advertising, Sales and Distribution Management	MS6223	3	0	0	3	100
3.2	Advanced Marketing Management	MS6224	3	0	0	3	100
Human Resource							
2.3	Advanced Human Resource Management	MS6225	3	0	0	3	100
3.3	Corporate Human Resource Planning and HRD Audit	MS6226	3	0	0	3	100
Operations							
2.4	Technology Management	MS6227	3	0	0	3	100
3.4	Service Operations Management	MS6228	3	0	0	3	100
	Theory Subtotal		15	0	0	15	500
4.	Dissertation	MS6271	0	0	8	8	100
5.	Comprehensive Viva-Voce	MS6291	0	0	0	4	100
	Practical Subtotal		0	0	8	12	200
	4th Semester Total		15	0	8	27	700

OpenElective [Odd Semester]		OpenElective [Even Semester]	
<u>Course Code</u>	<u>Course Title</u>	<u>Course Code</u>	<u>Course Title</u>
MS5161	Introduction to General Management	MS5261	Entrepreneurship and Small Business Management
MS5162	Consumer Psychology	MS5262	Brand Management and Advertising
MS5163	Quality and Performance Management	MS5263	In Innovation Management and New Product Development
MS5164	Project Management and Financing	MS5264	Digital Marketing
