

Kurukshetra University, Kurukshetra
(Established by the State Legislature Act-XII of 1956)
("A++" Grade, NAAC Accredited)



**Scheme of Examination
for
Post Graduate Programme
Master of Business Administration**

as per NEP 2020
Curriculum and Credit Framework for Postgraduate Programme

With Internship and CBCS-LOCF
With effect from the session 2024-25 (in phased manner)

UNIVERSITY SCHOOL OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT

KURUKSHETRA UNIVERSITY, KURUKSHETRA -136119
HARYANA, INDIA


Chairperson
University School of Management
Kurukshetra University,
KURUKSHETRA-136119.

49 (728)

Kurukshetra University, Kurukshetra

Scheme of Examination for Postgraduate Programme <MBA (Under Budgeted Scheme and under SFS)>

as per NEP 2020 Curriculum and Credit Framework for Postgraduate Programme
(CBCS LOCF) with effect from the session 2024-25 (in phased manner)

Framework-2
Scheme-S

Semester	Course Type	Course Code	Nomenclature of course	Theory (T)/ Practical (P)	Credits	Contact hours per week				Internal Assessment Marks	End Term Examination Marks	Total Marks	Examination hours	
						L	T	P	Total					
1	CC-1	M24-MBA-101	Management Process and Organizational Behaviour	T	4	26	3	1	0	4	30	70	100	3
	CC-2	M24-MBA-102	Managerial Economics	T	4		3	1	0	4	30	70	100	3
	CC-3	M24-MBA-103	Statistics for Business Decisions	T	4		3	1	0	4	30	70	100	3
	CC-4	M24-MBA-104	Business Communication	T	4		3	1	0	4	30	70	100	3
	CC-5	M24-MBA-105	Business Eco-System and Environment	T	4		3	1	0	4	30	70	100	3

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	DEC-1	M24-MBA-106	Financial Statements and Analysis	T	4		3	1	0	4	30	70	100	3
	SEMINAR	M24-MBA-107	Seminar	S	2		0	0	0	2	0	50	50	1
2	CC-6	M24-MBA-201	Optimization Models for Business Decisions	T	4	26	3	1	0	4	30	70	100	3
	CC-7	M24-MBA-202	Business Research Methodology	T	4		3	1	0	4	30	70	100	3
	CC-8	M24-MBA-203	Marketing Management	T	4		3	1	0	4	30	70	100	3
	CC-9	M24-MBA-204	Corporate Finance	T	4		3	1	0	4	30	70	100	3
	CC-10	M24-MBA-205	Human Resource Management	T	4		3	1	0	4	30	70	100	3
	DEC-2	M24-MBA-206	Production and Operations Management	T	4		3	1	0	4	30	70	100	3
	CHM	M24-CHM-201	Constitutional, Human and Moral Values, and IPR	T	2		2	0	0	2	15	35	50	3

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	Internship	M24-INT-200	An internship course of 4 Credits of 4-6 weeks duration during summer vacation after IInd semester is to be completed by every student. Internship can be either for enhancing the employability or for developing the research aptitude.				50	50	100					
3	CC-11	M24-MBA-301	Strategic Management	T	4	26	3	1	0	4	30	70	100	3
	CC-12	M24-MBA-302	Business Laws and Governance	T	4		3	1	0	4	30	70	100	3
	Discipline Elective Course (DEC)-3			T	4		3	1	0	4	30	70	100	3
	Discipline Elective Course (DEC)-4			T	4		3	1	0	4	30	70	100	3
	Discipline Elective Course (DEC)-5			T	4		3	1	0	4	30	70	100	3
	Discipline Elective Course (DEC)-6			T	4		3	1	0	4	30	70	100	3
	OEC	M24-OEC-350	Entrepreneurship and Start up Management	T	2		2	0	0	2	15	35	50	3
4	CC-13	M24-MBA-401	Corporate Social Responsibility and Sustainability	T	4	26	3	1	0	4	30	70	100	3
	CC-14	M24-MBA-402	AI Applications in Business	T	4		3	1	0	4	30	70	100	3

		Discipline Elective Course (DEC)-7	T	4		3	1	0	4	30	70	100	3
		Discipline Elective Course (DEC)-8	T	4		3	1	0	4	30	70	100	3
		Discipline Elective Course (DEC)-9	T	4		3	1	0	4	30	70	100	3
		Discipline Elective Course (DEC)-10	T	4		3	1	0	4	30	70	100	3
	EEC	M24-EEC-419	Entrepreneurship and Start up Management	T	2	2	0	0	2	15	35	50	3
4	The students who will opt Dissertation/Project Work in 4 th Semester will study the following subjects.												
		Discipline Elective Course (DEC)-7	T	4	26	3	1	0	4	30	70	100	3
		Discipline Elective Course (DEC)-8	T	4		3	1	0	4	30	70	100	3
		Discipline Elective Course (DEC)-9	T	4		3	1	0	4	30	70	100	3
	EEC	M24-EEC-419	Entrepreneurship and Start up Management	T	2	2	0	0	2	15	35	50	3
	Dissertation/Project work	M24-MBA-418	Dissertation/ Research Report/Project Report		12	0	0	0	12	0	300	300	

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Specializations Offered: The department would offer Six specializations viz. Marketing, Finance, Human Resource Management, Business Analytics, Entrepreneurship Development, and International Business in MBA from third semester onwards in the second year. A student can opt any **One** specialization out of six specializations. The student will opt elective courses of that specialization in 3rd and 4th Semester. The department reserves the right to offer specialization subject to the availability of resources as per university rules.

Note: Depending upon the requirement, the department will offer **Four** elective courses out of the following six elective courses. Thus top four (In terms of student's strength in each) would be offered for a particular batch.

Semester -III

Discipline Elective Course (DEC)-3		
(Student will be offered one course out of the following according to the specialization)		
Specialization	Paper Code	Title of Course
Marketing	M24-MBA-313	Advertising Management
Finance	M24-MBA-323	Investment Management
Human Resource Management	M24-MBA-333	Industrial Relations and Employment Laws
Business Analytics	M24-MBA-343	Business Analysis using Excel
Entrepreneurship Development	M24-MBA-353	Fundamentals of Entrepreneurship
International Business	M24-MBA-363	International Marketing

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Discipline Elective Course (DEC)-4		
(Student will be offered one course out of the following according to the specialization)		
Specialization	Paper Code	Title of Course
Marketing	M24-MBA-314	Consumer Behaviour
Finance	M24-MBA-324	Banking and Financial Services
Human Resource Management	M24-MBA-334	Compensation and Reward Management
Business Analytics	M24-MBA-344	Social Media Analytics
Entrepreneurship Development	M24-MBA-354	Social Entrepreneurship
International Business	M24-MBA-364	India's Foreign Trade and Policy

Discipline Elective Course (DEC)-5		
(Student will be offered one course out of the following according to the specialization)		
Specialization	Paper Code	Title of Course
Marketing	M24-MBA-315	Digital and Social Media Marketing
Finance	M24-MBA-325	Risk Management and Insurance
Human Resource Management	M24-MBA-335	Talent Acquisition and Performance Management
Business Analytics	M24-MBA-345	Business Data Mining
Entrepreneurship Development	M24-MBA-355	Family Business Management
International Business	M24-MBA-365	Foreign Exchange Management

Discipline Elective Course (DEC)-6		
(Student will be offered one course out of the following according to the specialization)		
Specialization	Paper Code	Title of Course
Marketing	M24-MBA-316	Marketing Research and Analytics
Finance	M24-MBA-326	Project Planning and Management
Human Resource Management	M24-MBA-336	Human Resource Metrics and Analytics
Business Analytics	M24-MBA-346	Data Analytics using R
Entrepreneurship Development	M24-MBA-356	New Venture Creation and Management
International Business	M24-MBA-366	International Logistics

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Semester -IV

Discipline Elective Course (DEC)-7		
(Student will be offered one course out of the following according to the specialization)		
Specialization	Paper Code	Title of Course
Marketing	M24-MBA-413	Service Marketing
Finance	M24-MBA-423	Foreign Exchange Management
Human Resource Management	M24-MBA-433	Change Management and Organizational Development
Business Analytics	M24-MBA-443	IOT and Big Data
Entrepreneurship Development	M24-MBA-453	Enterprise Appraisal and Financing
International Business	M24-MBA-463	Export-Import Procedures and Documentation

Discipline Elective Course (DEC)-8		
(Student will be offered one course out of the following according to the specialization)		
Specialization	Paper Code	Title of Course
Marketing	M24-MBA-414	International Marketing
Finance	M24-MBA-424	Financial Derivatives
Human Resource Management	M24-MBA-434	Group Dynamics and Leadership Excellence
Business Analytics	M24-MBA-444	Predictive Analytics for Business Decisions
Entrepreneurship Development	M24-MBA-454	MSME Policy Framework
International Business	M24-MBA-464	International Strategic Management

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Discipline Elective Course (DEC)-9		
(Student will be offered one course out of the following according to the specialization)		
Specialization	Paper Code	Title of Course
Marketing	M24-MBA-415	Sales and Distribution Management
Finance	M24-MBA-425	Private Equity and Wealth Management
Human Resource Management	M24-MBA-435	Counselling, Mentoring and Negotiation Skills
Business Analytics	M24-MBA-445	Data Analysis using Python
Entrepreneurship Development	M24-MBA-455	Marketing Management of New Ventures
International Business	M24-MBA-465	International Financial Markets


Discipline Elective Course (DEC)-10		
(Student will be offered one course out of the following according to the specialization)		
Specialization	Paper Code	Title of Course
Marketing	M24-MBA-416	Supply Chain and Logistics Management
Finance	M24-MBA-426	Corporate Restructuring and Value Creation
Human Resource Management	M24-MBA-436	Training, Learning and Development
Business Analytics	M24-MBA-446	Financial Modeling
Entrepreneurship Development	M24-MBA-456	Financial Innovation and Entrepreneurship
International Business	M24-MBA-466	Regional Economic Blocks

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**Programme Learning Outcomes(PLOs) for MBA(2-Year) Programme as per
NEP-2020**

PLOs	Master Degree in Business Administration
	After the completion of Master degree in Business Administration the student will be able to:
PLO-1: Knowledge and Understanding	Demonstrate the fundamental and advanced knowledge of the subject and understanding of recent developments and issues, including methods and techniques, related to the Business Administration.
PLO-2: General Skills	Acquire the general skills required for performing and accomplishing the tasks as expected to be done by a skilled professional in the fields of Business Administration.
PLO-3: Technical/ Professional Skills	Demonstrate the learning of advanced cognitive technical/professional skills required for completing the specialized tasks related to the profession and for conducting and analyzing the relevant research tasks indifferent domains of the Business Administration.
PLO-4: Communication Skills	Effectively communicate the attained skills of the Business Administration in well-structured and productive manner to the society at large.
PLO-5: Application of Knowledge and Skills	Apply the acquired knowledge and skills to the problems in the subject area, and to identify and analyze the issues where the attained knowledge and skills can be applied by carrying out research investigations to formulate evidence-based solutions to complex and unpredictable problems associated with the field of Business Administration or otherwise.
PLO-6: Critical Thinking and Research Aptitude	Attain the capability of critical thinking in intra/inter-disciplinary areas of the Business Administration enabling to formulate, synthesise, and articulate issues for designing of research proposals, testing hypotheses, and drawing inferences based on the analysis.
PLO-7: Constitutional, Humanistic, Moral Values and Ethics	Know constitutional, humanistic, moral and ethical values, and intellectual property rights to become a scholar/professional with ingrained values in expanding knowledge for the society, and to avoid unethical practices such as fabrication, falsification or misrepresentation of data or committing plagiarism.
PLO-8: Capabilities/Qualities and Mindset	To exercise personal responsibility for the outputs of own work as well as of group/team and for managing complex and challenging work(s) that requires new/strategic approaches.
PLO-9: Employability and Job-Ready Skills	Attain the knowledge and skills required for increasing employment potential, adapting to the future work and responding to the rapidly changing demands of the employers/industry/society with time.


 Chairperson
 University School of Management
 Kurukshetra University,
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