

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY
(Formerly West Bengal University of Technology)
Syllabus of MBA
(Effective from 2023-2024 Admission Session)

CURRICULUM STRUCTURE for MBA
(proposed from 2023-24)

Core Courses (Six / Semester)

Semester – I (Total Credits:4*6=24)

MB – 101	Economics for Managers
MB – 102	Organizational Behavior (Individual, Group, and organization)
MB – 103	Business Laws, Ethics and Governance
MB – 104	Accounting for Managers
MB – 105	Research Methodology & Business Statistics
MB – 106	Entrepreneurship and Digital Transformation

Semester – II (Total Credits:4*6=24)

MB-201	Operations Research
MB-202	Financial Management
MB-203	Marketing Management
MB-204	Operations and Project Management
MB-205	Management Information System
MB-206	Human Resource Management

Semester - III

1 Core Papers SIP Viva Voce (6 credit & Comprehensive Viva (4 credit under non credit category) sessional course, but student has to pass the subject to get the degree - (methodology to be defined)

**Elective Papers: Four from any one Functional Area (Major basket) and
Two fixed minor papers from other functional area (Minor basket)**

FM/ MM/HR/OM/BA/ MIS/ HCM– 301 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 302 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 303 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 304 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 305 (Minor)
FM/ MM/HR/OM/BA/ MIS/ HCM – 306 (Minor)

Semester - IV

1. Comprehensive viva

**Elective Papers: Four from any one Functional Area (Major basket) and
Two fixed minor papers from other functional area (Minor basket)**

FM/ MM/HR/OM/BA/ MIS/ HCM– 401 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 402 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 403 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 404 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 405 (Minor)
FM/ MM/HR/OM/BA/ MIS/ HCM – 406 (Minor)

****The Major and Minor Functional areas will be same in the 4th Sem as chosen in the 3rd Semester.**

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Elective Papers for Third Semester

Functional Specialization (3rd Semester) – Major

MARKETING		OPERATIONS	
MM 301	Marketing Research	OM 301	Operations Strategy
MM 302	Marketing Analytics	OM 302	Supply Chain and Logistics Management
MM 303	Integrated Marketing Communication	OM 303	Quality Toolkit for Managers
MM 304	Consumer Behaviour	OM 304	Sourcing, Pricing and Revenue Management
FINANCE		HUMAN RESOURCE	
FM 301	Security Analysis and Portfolio Management	HR 301	Learning & Development
FM 302	Financial Modelling and Fintech	HR 302	Manpower Planning, Recruitment, and Selection
FM 303	Financial Market and Services	HR 303	HR Analytics and Applications
FM 304	Taxation	HR 304	Change and Cross-Cultural Management
MIS		BUSINESS ANALYTICS	
MIS 301	Relational Database Management System	BA 301	Modelling Techniques
MIS 302	Business Decisions using Advanced Excel	BA 302	Data Science using R
MIS 303	Computer Network and Cyber Security	BA 303	Application of Analytics in Business
MIS 304	System Development and Project Management	BA 304	Data Visualization for Managers

Functional Specialization (3rd Semester) – Minor

MARKETING		OPERATIONS	
MM 305	Integrated Marketing Communication	OM 305	Supply Chain and Logistics Management
MM 306	Consumer Behaviour	OM 306	Quality Toolkit for Managers
FINANCE		HUMAN RESOURCE	
FM 305	Financial Market and Services	HR 304	Learning & Development
FM 306	Taxation	HR 305	Manpower Planning, Recruitment, and Selection
MIS		BUSINESS ANALYTICS	
MIS 305	Relational Database Management System	BA 305	Modelling Techniques
MIS 306	Business Decisions using Advanced Excel	BA 306	Data Science using R

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Elective Papers for Forth Semester

Functional Specialization (4th Semester) - Major

MARKETING		OPERATIONS	
MM 401	Product and Brand Management	OM 401	Operations Research Applications
MM 402	Retail Management	OM 402	Supply Chain Analytics
MM 403	Sales & Distribution Management	OM 403	Sales and Operations Planning
MM 404	Service Marketing	OM 404	Management of Manufacturing System
FINANCE		HUMAN RESOURCE	
FM 401	Derivatives and Risk Management	HR 401	Strategic HRM
FM 402	Corporate Valuation	HR 402	Performance and Compensation Management
FM 403	Managing Bank and Financial Institutions	HR 403	Employee Relations & Labour Laws
FM 404	Personal Financial Planning	HR 404	Managing Diversity, Equity Inclusion (DEI) and Counselling
MIS		BUSINESS ANALYTICS	
MIS 401	Business Intelligence and Big Data	BA 401	Data Analytics using Python
MIS 402	Strategic Management for IT	BA 402	Statistics for Business Analytics
MIS 403	E-commerce and Digital Markets	BA 403	Big Data Technology
MIS 404	Managing Digital and Social Media Platforms	BA 404	Data Mining

Functional Specialization (4th Semester) - Minor

MARKETING		OPERATIONS	
MM 405	Sales & Distribution Management	OM 405	Sales and Operations Planning
MM 406	Service Marketing	OM 406	Management of Manufacturing System
FINANCE		HUMAN RESOURCE	
FM 405	Managing Bank and Financial Institutions	HR 405	Strategic HRM
FM 406	Personal Financial Planning	HR 406	Performance and Compensation Management
MIS		BUSINESS ANALYTICS	
MIS 405	Strategic Management for IT	BA 405	Data Analytics using Python
MIS 406	E-commerce and Digital Markets	BA 406	Statistics for Business Analytics