

**MBA (Day) Course Structure and Syllabus as per AICTE guidelines with effect from  
2022-24**

**MASTER OF BUSINESS ADMINISTRATION**

**MBA Year-II Semester –III**

| <b>Course Code</b>                              | <b>Course Title</b>                  | <b>Nature</b> | <b>Credits</b> | <b>HPW (Th+Tu+P)</b> | <b>Max Marks (CIE+SEE)</b> |
|---|--------------------------------------|---------------|----------------|----------------------|----------------------------|
| MB301   | Operations Management                | Core          | 4              | 4Th + 1 Tu           | 30+70                      |
| MB302   | E- Global Business                   | Core          | 4              | 4Th + 1 Tu           | 30+70                      |
| MB303   | Total Quality Management             | Core          | 4              | 4Th + 1 Tu           | 30+70                      |
|   | <b><u>Finance</u></b>                |               |                |                      |                            |
| MB304-F-I                                       | Investment Management                | Elective      | 5              | 4Th + 1 Tu           | 30+70                      |
| MB304-F-II                                      | Financial System & Services          | Elective      | 5              | 4Th + 1 Tu           | 30+70                      |
|   | <b><u>Marketing</u></b>              |               |                |                      |                            |
| MB304-M-I                                       | Marketing Engineering                | Elective      | 5              | 4Th + 1 Tu           | 30+70                      |
| MB304-M-II                                      | Advertisement and Retail Management  | Elective      | 5              | 4Th + 1 Tu           | 30+70                      |
|   | <b><u>Human Resources</u></b>        |               |                |                      |                            |
| MB304-HR-I                                      | Compensation Management              | Elective      | 5              | 4Th + 1 Tu           | 30+70                      |
| MB304-HR-II                                     | Industrial Relations and Labour Laws | Elective      | 5              | 4Th + 1 Tu           | 30+70                      |
|   | <b><u>Entrepreneurship</u></b>       |               |                |                      |                            |
| MB-304-E-I                                      | Business Feasibility & Analysis      | Elective      | 5              | 4Th + 1 Tu           | 30+70                      |
| MB304-E-II                                      | Innovation & Design Thinking         | Elective      | 5              | 4Th + 1 Tu           | 30+70                      |
|   | <b><u>Systems with Business</u></b>  |               |                |                      |                            |
|   | <b><u>Analytics</u></b>              |               |                |                      |                            |
| MB304-S-I                                       | Data Base Management                 | Elective      | 5              | 3Th + 2P+1 Tu        | 30+20<br>+50               |
| MB304-S-II                                      | Systems Business Analytics           | Elective      | 5              | 4Th + 1 Tu           | 30+70                      |
| CS301   | Case Study                           |               | 2              |                      | 50                         |
| RD301   | Research Design                      |               | 1              |                      | 25                         |
| PS301   | Progress Seminar                     |               | 1              |                      | 25                         |
| <b>Semester Credits</b>                         |                                      |               | <b>26</b>      |                      | <b>600</b>                 |
| <b>Total Credits at the end of III Semester</b> |                                      |               | <b>76</b>      |                      | <b>1800</b>                |

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**\*Research Design and Progress Seminar should be evaluated for 25 marks each and then converted to Grade.**

Two Case Studies will be conducted both for Core and Elective. Presentations may be conducted in Teams. Evaluation must be done on the basis of participation, conceptual knowledge, team cohesiveness, analytical skills, discussion and presentation skills.  
**Each Case study should be evaluated for 25 Marks.**

**RD 301**  
**RESEARCH DESIGN**

A Research Design seminar presentation to be made by the student on the topic chosen for Project Work. A synopsis must be submitted to the college.

The Research Design Seminar will consist of

1. Title of the Project.
2. Statement of the problem
3. Introduction
4. Aims and objectives
5. Hypotheses (if any)
6. Research Methodology
  - a. Nature of the study
  - b. Scope of the study
  - c. Data Collection methods
  - d. Tools for analysis
  - e. Chapterization (Name of the chapters)

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**PS 301  
PROGRESS SEMINAR**

Students must present their Progress of Research Seminar showing the extent of work done on the Project chosen. A write up on the Progress Work must be submitted to the college.


## MASTER OF BUSINESS ADMINISTRATION

### MBA Year-II Semester-IV

| Course Code                                    | Course Title   | Nature               | Credits    | HPW<br>(Th+Tu+P)         | Max Marks<br>(CIE+SEE) |
|--|--|----------------------|------------|--------------------------|------------------------|
| MB401  | Business Process Reengineering                             | Core                 | 4          | 4Th + 1 Tu               | 30+70                  |
| MB402  | Logistics and Supply Chain Management                      | Core                 | 4          | 4Th + 1 Tu               | 30+70                  |
| MB403  | Business Intelligence                                      | Core                 | 4          | 3Th + 2P                 | 30+50+20P*             |
| MB404-F-III<br>MB404-F-IV                      | <b><u>Finance</u></b>                                      |                      |            |                          |                        |
|  | Banking and Insurance<br>International Finance             | Elective<br>Elective | 5<br>5     | 4Th + 1 Tu<br>4Th + 1 Tu | 30+70<br>30+70         |
| MB404-M-III<br>MB-404-M-IV                     | <b><u>Marketing</u></b>                                    |                      |            |                          |                        |
|  | Buyer Behaviour<br>Services and Digital Marketing          | Elective<br>Elective | 5<br>5     | 4Th + 1 Tu<br>4Th + 1 Tu | 30+70<br>30+70         |
| MB404-HR-III<br>MB404-HR-IV                    | <b><u>Human Resources</u></b>                              |                      |            |                          |                        |
|  | Leadership and Change Management<br>Performance Management | Elective<br>Elective | 5<br>5     | 4Th + 1 Tu<br>4Th + 1 Tu | 30+70<br>30+70         |
| MB404-E-III<br>MB404-E-IV                      | <b><u>Entrepreneurship</u></b>                             |                      |            |                          |                        |
|  | Technology for Entrepreneurs<br>Social Entrepreneurship    | Elective<br>Elective | 5<br>5     | 4Th + 1 Tu<br>4Th + 1 Tu | 30+70<br>30+70         |
| MB404-S-III<br>MB404-S-IV                      | <b><u>Systems with Business Analytics</u></b>              |                      |            |                          |                        |
|  | Data Visualization<br>Data Mining for Business             | Elective<br>Elective | 5<br>5     | 3Th + 2 P<br>4Th + 1 Tu  | 30+50+20P*<br>30+70    |
| MB405  | <b>Dissertation</b>  |                      | 1          |                          | 25                     |
| MB406  | <b>Final Presentation</b>                                  |                      | 2          |                          | 50                     |
| MB407  | <b>Viva Voce during Final Presentation</b>                 |                      | 1          |                          | 25                     |
| <b>Semester Credits</b>                        |  |                      | <b>26</b>  |                          | <b>600</b>             |
| <b>Total Credits at the end of IV Semester</b> |  |                      | <b>102</b> |                          | <b>2400</b>            |

- HPW –Hours Per Week
- CIE–Continuous Internal Exam
- SEE– Semester End Exam

- Th- Theory
- Tu – Tutorial
- P – Practical

  
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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

## Semester-IV – MB405

### **DISSERTATION**

A dissertation has to be prepared and submitted at the end of the IV semester. This carries one credit. A broad outline for the dissertation is as follows

1. Introduction
2. Review of Literature
3. Research Methodology
4. Data analysis and findings
5. Conclusions, Suggestions and Recommendations
6. Annexure (Bibliography / References / Questionnaire)



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# MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

Semester-IV – MB406

## **FINAL PRESENTATION**

A final presentation of the research / project work carrying two credits (50 marks) is compulsory. This will be at the end of semester IV



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## MASTER OF BUSINESS ADMINISTRATION (MBA) SYLLABUS

Semester-IV – MB407

### **VIVA VOCE DURING FINAL PRESENTATION**

The viva voce during final presentation will carry one credit and cover various aspects of the research project and also topics covered in the program curriculum. It will be a comprehensive viva voce.



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