Department of Management Studies
Islamic University of Science and Technology
1-University Avenue, Awantipora, J&K

Proposed Course Structure
Integrated Master of Business Administration
(5-Year Programme)
NEP - 2020

Semester I

Course Code	Course Title	Type of Paper	Credits
	Core - I	Major	4
	Core - II	Minor	4
DMS 101M	Microeconomics	MD	3
DMS 102A	Communicative English	AEC	3
DMS 103V	Digital and Technological Solutions	VAC	2
DMS 104V	Health and Wellness	VAC	2
	Business Club*	SEC	2
	Swayam Course – I / Open Elective*	VAC	2
	TOTAL		18+2+2

Semester II

Course Code	Course Title	Type of Paper	Credits
	Core - I	Major	4
	Core - II	Minor	4
DMS 151M	Macroeconomics	MD	3
DMS 152A	Mathematics for Managers	AEC	3

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DMS 153V	Environmental Science	VAC	2
DMS 154V	Understanding India	VAC	2
	Business Club*	SEC	2
	Swayam Course – I / Open Elective*	VAC	2
	TOTAL		**18+2+2**

*Students are required to earn only two credits each from the Swayam course / Open Elective and business club in the first year, either in semester I or II (as per their choice and convenience).

On the successful completion of the first two semesters (40 credits), students will have the option to exit. On exit, the students will be awarded the undergraduate certificate in Business Administration provided they earn an additional 4 credits from vocational courses offered during the summer/winter term or internship/apprenticeship.

Semester III

Course Code	Course Title	Type of Paper	Credits
	Core - I	Major	4
	Core - I	Major	4
	Core - II	Minor	4
DMS 201M	Office Software Skills	MD	3
DMS 202A	Statistics for Managers	AEC	3
	Business Club**	SEC	2
	Swayam Course – II / Open Elective **	VAC	2
	TOTAL		**18+2+2**

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		Semester IV		

Course Code	Course Title		Type of Paper	Credits
	Core - I		Major	4
	Core - I		Major	4
	Core - I		Major	4
	Core - I		Major	4
	Core - II		Minor	4
DMS 251A	Intellectual Property Rights		AEC	2
	Business Club**		SEC	2
	Swayam Course – II / Open Elective **		VAC	2
		TOTAL		22+2+2

**Students are required to earn only two credits each from the Swayam course / Open Elective and business club in the second year, either in semester III or IV (as per their choice and convenience).

\# On the successful completion of the first four semesters (84 credits), students will have the option to exit. On exit, the students will be awarded the undergraduate diploma in Business Administration provided they earn an additional 4 credits from vocational courses offered during the summer/winter term or internship/apprenticeship.

		Semester V		

Course Code	Course Title		Type of Paper	Credits
	Core - I		Major	4
	Core - I		Major	4
	Discipline Centric - I		Major	4

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Course Code	Course Title	Type of Paper	Credits
	Discipline Centric - II	Minor	4
	Discipline Centric - II/Swayam – III / Open Elective	Minor	4
DMS 301S	Internship/Outreach	SEC	4
	Business Club***	SEC	2
	TOTAL		**24+2**
Semester VI			
Course Code	**Course Title**	**Type of Paper**	**Credits**
	Core - I	Major	4
	Discipline Centric - I	Major	4
	Discipline Centric - I	Major	4
	Discipline Centric - I	Major	4
	Foreign Language - I	VAC	4
	Discipline Centric - II/Swayam – III / Open Elective	Minor	4
	Business Club***	SEC	2
	TOTAL		**24+2**

***Students are required to earn only four credits from the Swayam course / Open Elective and only two credits from business club in the third year, either in semester V or VI (as per their choice and convenience).

On the successful completion of the first six semesters (134 credits), students will have the option to exit. On exit, the students will be awarded the 3-years Bachelor's degree in Business Administration.

Only those students who score a minimum of 7.5/10 CGPA in the first six semesters shall have the option to choose Bachelor's (Research) program in the seventh semester.

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	SEMESTER VII (Honours) -				SEMESTER VII (Research) -		
Code	Course Title	Type of Paper	Credits	Code	Course Title	Type of Paper	Credits
	Core - I	Major	4		Core - I	Major	4
	Discipline Centric - I	Major	4		Core - I	Major	4
	Discipline Centric - I	Major	4		Discipline Centric - I	Major	4
	Foreign Language - II	VAC	4		Foreign Language - II	VAC	4
	Discipline Centric - II	Minor	4		Discipline Centric - II	Minor	4
	Discipline Centric - II/Swayam - IV	Minor	4		Discipline Centric - II/Swayam - IV	Minor	4
	Business Club****	SEC	2		Business Club****	SEC	2
		Total	24+2			Total	24+2
	SEMESTER VIII (Honours) -				SEMESTER VIII (Research) -		
Code	Course Title	Type of Paper	Credits	Code	Course Title	Type of Paper	Credits
DMS 451H	Industry Internship	Major	12	DMS 451R	Research Internship	Major	12
DMS 452H	Internship Report	Major	4	DMS 452R	Research Report	Major	4
DMS 453H	Viva-Voce	Major	4	DMS 453R	Oral Defence	Major	4
	Business Club****	SEC	2		Business Club****	SEC	2
		Total	20+2			Total	20+2

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****Students are required to earn only two credits from the business club in the fourth year, either in semester VII or VIII (as per their choice and convenience).

On the successful completion of the first eight semesters (180 credits), students will have the option to exit. On exit, the students will be awarded the 4-years Bachelor's degree with Honours in Business Administration OR the 4-years Bachelor's degree with Research in Business Administration.

SEMESTER - IX (Honours) -					SEMESTER - IX (Research) -			
Code	Course Title	Type of Paper	Credits	Code	Course Title	Type of Paper	Credits	
	Core - I	Major	4		Core - I	Major	4	
	Core - I	Major	4		Discipline Centric - I	Major	4	
	Discipline Centric - I	Major	4		Discipline Centric - I	Major	4	
	Foreign Language - III	VAC	4		Foreign Language - II	VAC	4	
	Discipline Centric - II	Minor	4		Discipline Centric - II	Minor	4	
	Discipline Centric - II/Swayam - V	Minor	4		Discipline Centric - II/Swayam - IV	Minor	4	
	Business Club*****	SEC	2		Business Club****	SEC	2	
		Total	24+2			Total	24+2	
SEMESTER - X (Honours) -					SEMESTER - X (Research) -			
Code	Course Title	Type of Paper	Credits	Code	Course Title	Type of Paper	Credits	

DMS 651H	Research Internship	Major	12	DMS 651R	Industry Internship	Major	12
DMS 652H	Research Report	Major	4	DMS 652R	Internship Report	Major	4
DMS 653H	Viva-Voce	Major	4	DMS 653R	Oral Defence	Major	4
	Business Club*****	SEC	2		Business Club****	SEC	2
		Total	**20+2**			**Total**	**20+2**

On the successful completion of the first ten semesters (226 credits), students will be awarded the 4-years Bachelor's degree with Honours OR 4-years Bachelor's degree with Research in Business Administration along with the one-year Master's degree in Business Administration.

*****Students are required to earn only two credits from the business club in the fifth year, either in semester IX or X (as per their choice and convenience).

Students will have the option to opt for courses of their choice from the baskets of electives.

Credit breakup of courses:

    4-credit courses: Theory = 3 hours/week + Tutorial/Practical = 2 hours/week

    3-credit courses: Theory = 2 hours/week + Tutorial/Practical = 2 hours/week

    2-credit courses: Theory = 2 hours/week + Tutorial/Practical = 1 hours/week

    Business Club: Theory = 0 hours/week + Tutorial/Practical = 4 hours/week

Marks breakup of courses:

    4-credit courses: Mid-term = 30 marks + Assessment = 20 marks + End-term = 50 marks

    3-credit courses: Mid-term = 30 marks + Assessment = 20 marks + End-term = 50 marks

    2-credit courses: Mid-term = 15 marks + Assessment = 10 marks + End-term = 25 marks

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Note:

Each student shall be allotted a supervisor from the department who will depute the student to a reputed business organization for undertaking the internship. The internship shall, therefore, be conducted under the joint guidance of a faculty member of the department and a mentor from the organization to which the student is deputed. The evaluation of the internship shall consist of three components -

→ Evaluation by the concerned industry mentor under whose co-guidance the internship is conducted (40%).

→ Evaluation by the concerned faculty member of the department based on the report submitted by the student (30%).

→ Presentation cum Viva-voce (30%).

The presentation cum viva-voce shall be conducted by the departmental committee consisting of all the faculty members of the department and an External Expert (optional). The head of the department shall function as the chairperson of the committee. In case of his/her absence, s/he shall nominate any other senior faculty member of the department as the chairperson. The External Expert shall be nominated by the Vice Chancellor from the panel of experts submitted by the Head of the Department.

Before submitting the internship report to the department, each student will be required to obtain a similarity index report from the university library. Only those internship reports whose similarity index is less than 30% will be cleared for submission.

Note:
The research internship shall be conducted under the guidance of a faculty member of the department. The evaluation of the internship shall consist of two components -

→ Evaluation by the concerned faculty member under whose guidance the research has been conducted (50%).

→ Presentation cum viva-voce (50%).

The presentation cum viva-voce shall be conducted by the departmental committee consisting of all the faculty members of the department and an External Expert (optional). The head of the department shall function as the chairperson of the committee. In case of his/her absence, s/he shall nominate any other senior faculty member of the department as the chairperson. The External Expert shall be nominated by the Vice Chancellor from the panel of experts submitted by the Head of the Department.

Before submitting the internship report to the department, each student will be required to obtain a similarity index report from the university library. Only those internship reports whose similarity index is less than 20% will be cleared for submission.

Note:
The evaluation procedure of the course "Business Club" shall comprise two components –

→ Continuous assessment by the concerned faculty (20 marks)

→ Group Discussion – cum – Viva voce test (30 marks)

The Group Discussion – cum – Viva voce test shall be conducted by a committee comprising the following:

→ Head of the department (Chairperson)

→ External Expert (optional)

→ Three faculty members from the department

The External Expert shall be nominated by the Vice Chancellor from the panel of experts submitted by the Head of the Department.

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Note:
Each student who opts the 'term paper' as an elective will be required to publish one research article on the theme of the term paper. The term paper shall comprise 100 marks. The marks obtained by the student will depend on the quality of the publication outlet in which the research article is published. The specific allotment of marks for that purpose will be as follows -

→ If the paper is published in a peer-reviewed journal - 50 out of 100.

→ If the paper is published in a UGC-CARE listed journal - 65 out of 100.

→ If the paper is published in a journal ranked 'C' according to the ABDC ranking and indexed in UGC-CARE/Scopus/Web of Science - 85 out of 100

→ If the paper is published in a journal ranked 'B' according to the ABDC ranking and indexed in UGC-CARE/Scopus/Web of Science - 95 out of 100.

→ If the paper is published in a journal ranked 'A' according to the ABDC ranking and indexed in UGC-CARE/Scopus/Web of Science- 100 out of 100.

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Program	Semesters									
	Sem - I	Sem - II	Sem - III	Sem - IV	Sem - V	Sem - VI	Sem - VII	Sem - VIII	Sem - IX	Sem - X
Undergraduate Certificate	40 Credits - Theory 4 Credits - Internship/Vocational Course									
Undergraduate Diploma	84 Credits - Theory 4 Credits - Internship/Vocational Course									
Bachelor's Degree	134 Credits - Theory 4 Credits - Internship									
Bachelor's Degree (Honours/Research)	180 Credits - Theory Including 12 Credits - Industry Internship/Research Internship									
Master's Degree	226 Credits - Theory Including 24 Credits (12 +12) - Industry Internship + Research Internship									

Table heading: Credit Requirement

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CORE - I		
Course Code	**Course Title**	**Total Credits**
DM 101CR	Management Concepts	4
DM 102CR	Basic Research Methodology	4
DM 103CR	Business Environment	4
DM 104CR	Organizational Behaviour	4
DM 105CR	Entrepreneurship Development	4
DM 106CR	Marketing Management	4
DM 107CR	Human Resource Management	4
DM 108CR	Tourism Management	4
DM 109CR	Quantitative Techniques	4
DM 110CR	Strategic Management	4
DM 111CR	Business Ethics and Corporate Governance	4
DM 112CR	Indian Economy	4
DM 113CR	Total Quality Management	4
DM 114CR	Legal Aspects of Business	4
DM 115CR	Social Entrepreneurship	4
DM 116CR	Advanced Research Methodology	4
DM 117CR	Basic Econometrics	4
DM 118CR	Management Information System	4

DM 119CR	Financial Management	4
DM 120CR	IT for Managers	4

CORE - II		
Course Code	**Course Title**	**Total Credits**
DM 201CR	Fundamentals of Accounting	4
DM 202CR	Managerial Accounting	4
DM 203CR	Business Taxation	4
DM 204CR	Production and Operations Management	4

Business Club		
Course Code	**Course Title**	**Total Credits**
DM 301BC	Personality Development	2
DM 302BC	Business Communication	2
DM 303BC	Goods and Services Tax	2
DM 304BC	Time and Stress Management	2
DM 305BC	Event Management	2
DM 306BC	Research in Practice	2
DM 307BC	Outreach	2

Foreign Languages

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Course Code	Course Title	Total Credits
DM 401V	Spoken Arabic - I	4
DM 402V	Spoken Arabic - II	4
DM 403V	Spoken Arabic - III	4
DM 404V	French - I	4
DM 405V	French - II	4
DM 406V	French - III	4
DM 407V	German - I	4
DM 408V	German - II	4
DM 409V	German - III	4
Discipline Centric Electives - Marketing		
Course Code	Course Title	Total Credits
DM 501MM	Consumer Behaviour	4
DM 502MM	Advertising Management	4
DM 503MM	International Marketing	4
DM 504MM	Brand Management	4
DM 505MM	Sales and Distribution Management	4
DM 506MM	Social Marketing	4
DM 507MM	Digital Marketing	4

DM 508MM	Marketing of Services	4
DM 509MM	Strategic Marketing	4
DM 510MM	Customer Relationship Management	4
DM 511MM	Entrepreneurial Marketing	4
DM 512MM	Rural Marketing	4
DM 513MM	Green Marketing	4
DM 514MM	B2B Marketing	4
DM 515MM	Social Media Marketing	4
DM 516MM	Term Paper - Marketing	4
DM 517MM	Swayam course from Marketing area	4
DM 518MM	Background Research Paper (Marketing)	4
Discipline Centric Electives - Human Resource		
Course Code	**Course Title**	**Total Credits**
DM 601HR	Human Resource Development	4
DM 602HR	Organizational Development	4
DM 603HR	Cross Cultural Management	4
DM 604HR	Human Resource Metrics and Analytics	4
DM 605HR	International Human Resource Management	4
DM 606HR	Strategic Human Resource Management	4
DM 607HR	Leadership Dynamics and Team Building	4

DM 608HR	Management of Industrial Relations	4
DM 609HR	Labour Laws	4
DM 610HR	Human Capital Management and HR Audit	4
DM 611HR	Green HRM	4
DM 612HR	Talent Management	4
DM 613HR	Compensation Management	4
DM 614HR	Perception Management	
DM 615HR	Performance Management	4
DM 616HR	Term Paper - Human Resource	4
DM 617HR	Swayam course from Human Resource area	4
DM 618HR	Background Research Paper (Human Resource)	4
Discipline Centric Electives - Finance		
Course Code	**Course Title**	**Total Credits**
DM 701FM	Security Analysis and Investment Management	4
DM 702FM	Project Appraisal and Finance	4
DM 703FM	International Financial Management	4
DM 704FM	Financial Econometrics	4
DM 705FM	Corporate Taxation	4
DM 706FM	Financial Derivatives	4
DM 707FM	Islamic Finance and Investment	4

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DM 708FM	Management of Financial Institutions	4
DM 709FM	Working Capital Management	4
DM 710FM	Indian Financial System	4
DM 711FM	Banking Principles and Practices	4
DM 712FM	Financial Risk Management	4
DM 713FM	Insurance Management	4
DM 714FM	Behavioural Finance	4
DM 715FM	Strategic Financial Management	4
DM 716FM	Term Paper - Finance	4
DM 717FM	Swayam course from Finance area	4
DM 718FM	Background Research Paper (Finance)	4
Discipline Centric Electives - Tourism		
Course Code	Course Title	Total Credits
DM 801TM	Tourism Principles and Practices	4
DM 802TM	Culture and Pilgrimage Tourism	4
DM 803TM	Hospitality Management	4
DM 804TM	Tourism Operations and Management	4
DM 805TM	Tourism Marketing	4
DM 806TM	Indian History and Architecture	4
DM 807TM	Geography of Tourism	4
DM 808TM	Destination Management	4

Course Code	Course Title	Total Credits
DM 809TM	Tourism Policy and Planning	4
DM 810TM	Practical Aspects of Tourism	4
DM 811TM	Aviation Management	4
DM 812TM	International Tourism Geography	4
DM 813TM	Tourism and Transportation	4
DM 814TM	Tourism and Entrepreneurship	4
DM 815TM	Tourism Behaviour & Motivations	4
DM 816TM	Term Paper - Tourism	4
DM 817TM	Swayam course from Tourism area	4
DM 818TM	Background Research Paper (Tourism)	4
Discipline Centric Electives - Information Technology		
Course Code	Course Title	Total Credits
DM 901IT	E-Commerce	4
DM 902IT	Relational Database Management System	4
DM 903IT	E-Governance	4
DM 904IT	Object Oriented Programming	4
DM 905IT	Business Intelligence and Data Mining	4
DM 906IT	Technology Management	4
DM 907IT	Enterprise Resource Planning	4
DM 908IT	Multimedia Management	4
DM 909IT	Information Security and Risk Management	4

DM 910IT	Business and Communication Networks	4
DM 911IT	Introduction to Cloud Computing	4
DM 912IT	SAS and HADOOP Programming Lab	4
DM 913IT	R and Python Programming Lab	4
DM 914IT	Good Governance Practices	4
DM 915IT	Managing IT Enabled Services	4
DM 916IT	Term Paper - Information Technology	4
DM 917IT	Swayam course from Information Technology area	4
DM 918IT	Background Research Paper (Information Technology)	4