



Course Structure

Master of Business Administration

(MBA Revised Syllabus as approved by Board of Studies on 20 November, 2018)

Course code	Title of the Course	Type of Paper	Hours/Week			Credits
			L	T	P	
SEMESTER - I						
MBA-CC-101	Management Concepts	Core	3	1	0	4
MBA-CC-102	Quantitative Techniques	Core	3	1	0	4
MBA-CC-103	Accounting for Managers	Core	3	1	0	4
MBA-CC-104	Managerial Economics	Core	3	1	0	4
MBA-CC-105	Business Communication	Core	3	1	0	4
MBA-FC-106	Business Ethics & Corporate Governance	Foundation	3	1	0	4
MBA-FC-107	Information Technology in Management	Foundation	3	1	0	4
MBA-CV-108	Comprehensive Viva	Viva	0	1	2	2
SEMESTER - II						
MBA-CC-201	Human Resource Management	Core	3	1	0	4
MBA-CC-202	Financial Management	Core	3	1	0	4
MBA-CC-203	Marketing Management	Core	3	1	0	4
MBA-CC-204	Production and Operations Management	Core	3	1	0	4
MBA-FC-205	Organizational Behaviour	Foundation	3	1	0	4
MBA-FC-206	Research Methodology	Foundation	3	1	0	4
MBA-CC-207	Tourism Management	Core	3	1	0	4
MBA-CV-208	Comprehensive Viva	Viva	0	1	2	2



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SEMESTER - III						
MBA-CC-301	Strategic Management	Core	3	1	0	4
	Generic Elective - I	GE	3	1	0	4
	Open Elective - I	OE	2	0	0	2
	Discipline Centric Elective 1	DE	3	1	0	4
	Discipline Centric Elective 2	DE	3	1	0	4
	Discipline Centric Elective 3	DE	3	1	0	4
	Discipline Centric Elective 4	DE	3	1	0	4
MBA-CV-108	Comprehensive Viva	Viva	0	1	2	2
SEMESTER - IV						
MBA-CC-401	Internship (Project Report)	Core	0	0	12	6
	Generic Elective - II	GE	3	1	0	4
	Open Elective - II	OE	2	0	0	2
	Discipline Centric Elective 1	DE	3	1	0	4
	Discipline Centric Elective 2	DE	3	1	0	4
	Discipline Centric Elective 3	DE	3	1	0	4
	Discipline Centric Elective 4	DE	3	1	0	4



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Discipline Centric Electives - MARKETING						
MBA-DE-501	Consumer Behaviour	DE	3	1	0	4
MBA-DE-502	Advertising Management	DE	3	1	0	4
MBA-DE-503	International Marketing	DE	3	1	0	4
MBA-DE -504	Brand Management	DE	3	1	0	4
MBA-DE-505	Sales & Distribution Management	DE	3	1	0	4
MBA-DE-506	Social Marketing	DE	3	1	0	4
MBA -DE-507	Social Media Marketing	DE	3	1	0	4
MBA -DE-508	Marketing of Services	DE	3	1	0	4
MBA -DE-509	Strategic Marketing	DE	3	1	0	4
MBA -DE-510	Consumer Relationship Management	DE	3	1	0	4
Discipline Centric Electives - HUMAN RESOURCE MANAGEMENT						
MBA-DE-601	Human Resource Development	DE	3	1	0	4
MBA-DE-602	Organizational Development	DE	3	1	0	4
MBA-DE-603	Total Quality Management	DE	3	1	0	4
MBA-DE-604	Cross Cultural Management	DE	3	1	0	4
MBA-DE-605	Human Resource Metrics & Analytics	DE	3	1	0	4
MBA-DE-606	International Human Resource Management	DE	3	1	0	4
MBA-DE-607	Strategic Human Resource Management	DE	3	1	0	4
MBA-DE-608	Leadership Dynamics & Team Building	DE	3	1	0	4
MBA-DE-609	Management of Industrial Relations	DE	3	1	0	4
MBA-DE-610	Labour Laws	DE	3	1	0	4



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COURSE CURRICULUM w.e.f. 2018

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Discipline Centric Electives - INFORMATION TECHNOLOGY						
MBA-DE-701	Internet Programming & E-Commerce	DE	3	1	0	4
MBA-DE-702	Relational Database Management System	DE	3	1	0	4
MBA-DE-703	Software Project Management	DE	3	1	0	4
MBA-DE-704	Object Oriented Programming	DE	3	1	0	4
MBA-DE-705	Business Intelligence & Data Mining	DE	3	1	0	4
MBA-DE-706	Technology Management	DE	3	1	0	4
MBA-DE-707	Enterprise Resource Planning	DE	3	1	0	4
MBA-DE-708	Multimedia Management	DE	3	1	0	4
MBA-DE-709	Information Security & Risk Management	DE	3	1	0	4
MBA-DE-710	Business & Communication Networks	DE	3	1	0	4
Discipline Centric Electives - TOURISM MANAGEMENT						
MBA-DE-801	Tourism' Principles & Practices	DE	3	1	0	4
MBA-DE-802	Culture & Pilgrimage Tourism	DE	3	1	0	4
MBA-DE-803	Hospitality Management	DE	3	1	0	4
MBA-DE-804	Tourism Operations & Management	DE	3	1	0	4
MBA-DE-805	Tourism Marketing	DE	3	1	0	4
MBA-DE-806	Indian History & Architecture	DE	3	1	0	4
MBA-DE-807	Geography of Tourism	DE	3	1	0	4
MBA-DE-808	Destination Management	DE	3	1	0	4
MBA-DE-809	Tourism Policy & Planning	DE	3	1	0	4
MBA-DE-810	Practical Aspects of Tourism	DE	3	1	0	4



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Discipline Centric Electives – FINANCIAL MANAGEMENT						
MBA-DE-901	Security Analysis & Investment Management	DE	3	1	0	4
MBA-DE-902	Project Appraisal & Finance	DE	3	1	0	4
MBA-DE-903	International Financial Management	DE	3	1	0	4
MBA-DE-904	Management Control System	DE	3	1	0	4
MBA-DE-905	Corporate Taxation	DE	3	1	0	4
MBA-DE-906	Derivatives & Risk Management	DE	3	1	0	4
MBA-DE-907	Islamic Finance & Investment	DE	3	1	0	4
MBA-DE-908	Management of Financial Institutions	DE	3	1	0	4
MBA-DE-909	Working Capital Management	DE	3	1	0	4
MBA-DE-910	Financial Markets & Services	DE	3	1	0	4
GENERIC ELECTIVES						
DMS-GE-001	Spoken Arabic - I	GE	3	1	0	4
DMS -GE-002	Spoken Arabic - II	GE	3	1	0	4
DMS -GE-003	German – I	GE	3	1	0	4
DMS -GE-004	German - II	GE	3	1	0	4
DMS -GE-005	French - I	GE	3	1	0	4
DMS -GE-006	French - II	GE	3	1	0	4

Note:

- a). Internship shall consist of three components as;
 1. Company Supervisor Evaluation
 2. Project Evaluation
 3. Project Viva.
- b). The Project Viva/Comprehensive Viva shall be conducted by a committee consisting of:
 1. Head as Chairperson
 2. Member (Nominated by Dean)
 3. Member (Nominated by Dean)
 4. An external Member nominated by Vice-Chancellor from a panel of experts submitted by the Head of the Department.
- c). The maximum number of students in Discipline Centric Electives shall be restricted to 40.