DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
LUCKNOW

Teaching and Evaluation Scheme

For

Second Year

MBA (Common)

AS PER AICTE MODEL CURRICULUM & NEP 2020

(Effective from the Academic Session: 2025-26)

MBA II Year Teaching and Evaluation Scheme
W.E.F. Academic Session 2025-26
(In Accordance with AICTE Model Curriculum & New Education Policy)
III SEMESTER

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	PS	Total	TE	PE		
1	BMB 301	**Strategic Management**	3	0	0	20	10	0	30	70	0	100	**3**
2		**Elective- 1 Specialization Group 1**	3	0	0	20	10	0	30	70	0	100	**3**
3		**Elective -2 Specialization Group 1**	3	0	0	20	10	0	30	70	0	100	**3**
4		**Elective -3 Specialization Group 1**	3	0	0	20	10	0	30	70	0	100	**3**
5		**Elective -1 Specialization Group 2**	3	0	0	20	10	0	30	70	0	100	**3**
6		**Elective -2 Specialization Group 2**	3	0	0	20	10	0	30	70	0	100	**3**
7		**Elective -3 Specialization Group 2**	3	0	0	20	10	0	30	70	0	100	**3**
8	BMB 308	**Summer Training Project Report & Viva Voce**	0	4*	0	0	30	0	30	0	70	100	**4**
		TOTAL										**800**	**25**

- **Students will be guided & assessed by Faculty Guide for internship report.**

MBA II Year Teaching and Evaluation Scheme
W.E.F. Academic Session 2025-26
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Semester IV

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	PS	Total	TE	PE		
1	BVE 401	**Universal Human Values and Professional Ethics**	3	0	0	20	10	0	30	70	0	100	3
2		**Elective-4 Specialization Group-1**	3	0	0	20	10	0	30	70	0	100	3
3		**Elective 5 Specialization Group-1**	3	0	0	20	10	0	30	70	0	100	3
4		**Elective -4 Specialization Group-2**	3	0	0	20	10	0	30	70	0	100	3
5		**Elective -5 Specialization Group-2**	3	0	0	20	10	0	30	70	0	100	3
6	BMB 406	**Research Project Report & Viva Voce**	0	6*	0	0	100	0	100	0	200	300	10
		TOTAL										**800**	**25**

***Students will be guided and assessed by Faculty Guide for Research project**

ELECTIVES IN III SEM

Specialization Group: MARKETING (MK)

SN	CODE	SUBJECT
1	BMB MK 01	CONSUMER BEHAVIOUR AND NEURO MARKETING
2	BMB MK 02	MARKETING & WEB ANALYTICS
3	BMB MK 03	SALES AND DISTRIBUTION MANAGEMENT

Specialization Group: HUMAN RESOURCE MANAGEMENT (HR)

SN	CODE	SUBJECT
1	BMB HR 01	TALENT ACQUISITION MANAGEMENT
2	BMB HR 02	EMPLOYEE RELATIONS AND LABOUR LAWS
3	BMB HR 03	PERFORMANCE AND REWARD MANAGEMENT

Specialization Group: FINANCIAL MANAGEMENT (FM)

SN	CODE	SUBJECT
1	BMB FM 01	INVESTMENT AND PORTFOLIO MANAGEMENT
2	BMB FM 02	FINANCIAL PLANNING AND TAX MANAGEMENT
3	BMB FM 03	FINANCIAL AND CREDIT RISK ANALYSIS

Specialization Group: OPERATION MANAGEMENT (OM)

SN	CODE	SUBJECT
1	BMB OM 01	SUPPLY CHAIN AND LOGISTICS MANAGEMENT
2	BMB OM 02	BUSINESS PROCESS REENGINEERING
3	BMB OM 03	QUALITY MANAGEMENT

Specialization Group: INTERNATIONAL BUSINESS (IB)

SN	CODE	SUBJECT
1	BMB IB 01	INTERNATIONAL BUSINESS MANAGEMENT
2	BMB IB 02	EXPORT IMPORT DOCUMENTATION
3	BMB IB 03	TRADE AND GEO-POLITICS

Specialization Group: INFORMATION TECHNOLOGY (IT)

SN	CODE	SUBJECT
1	BMB IT 01	SOFTWARE ENGINEERING AND MANAGEMENT
2	BMB IT 02	EMERGING TECHNOLOGIES FOR BUSINESS
3	BMB IT 03	DATABASE MANAGEMENT SYSTEM

Specialization Group: COOPERATIVE MANAGEMENT (CM)

SN	CODE	SUBJECT
1	BMB CM 01	PRINCIPLES AND PRACTICES OF CO-OPERATION
2	BMB CM 02	CO-OPERATIVE LEGISLATION
3	BMB CM 03	CREDIT CO-OPERATIVES

ELECTIVES IN IV SEM

Specialization Group: MARKETING (MK)

SN	CODE	SUBJECT
4	BMB MK 04	SERVICES & RETAIL MARKETING
5	BMB MK 05	B 2 B MARKETING

Specialization Group: HUMAN RESOURCE MANAGEMENT (HR)

SN	CODE	SUBJECT
4	BMB HR 04	HR ANALYTICS
5	BMB HR 05	ORGANIZATIONAL CHANGE AND DEVELOPMENT

Specialization Group: FINANACIAL MANAGEMENT (FM)

SN	CODE	SUBJECT
4	BMB FM 04	BEHAVIOURAL FINANCE
5	BMB FM 05	STRATEGIC FINANCIAL MANAGEMENT

Specialized Group : OPERATION MANAGEMENT (OM)

SN	CODE	SUBJECT
4	BMB OM 04	SERVICE OPERATIONS MANAGEMENT
5	BMB OM 05	PROJECT AND SOURCING MANAGEMENT

Specialized Group : INTERNATIONAL BUSINESS (IB)

SN	CODE	SUBJECT
4	BMB IB 04	MANAGING GOLBAL SUPPLY CHAINS
5	BMB IB 05	INTERNATIONAL FINANCE

Specialized Group : INFORMATION TECHNOLOGY (IT)

SN	CODE	SUBJECT
4	BMB IT 04	E-BUSINESS
5	BMB IT 05	BUSINESS DATA WAREHOUSING AND DATA MINING

Specialization Group : COOPERATIVE MANAGEMENT (CM)

SN	CODE	SUBJECT
4	BMB CM 04	NON-CREDIT CO-OPERATIVES
5	BMB CM 05	CO-OPERATIVE ACCOUNTING & AUDIT