

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

LUCKNOW



Revised Evaluation Scheme & Syllabus

MBA

(Dual Specialization in Marketing, HR, Finance, Operation, IB & IT)

First Year

AS PER

AICTE MODEL CURRICULUM

(Effective from the Session: 2020-21)

MBA 1st Year Course Structure in accordance with AICTE Model Curriculum Effective w.e.f. Academic Session 2020-21

I Semester

SN	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT	
			L	T	P	CT	TA	PS	TOTAL	TE	PE			
1		MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	0	50	100	0	150	3	
2	KMB 102	MANAGERIAL ECONOMICS	4	0	0	30	20	0	50	100	0	150	3	
3	KMB 103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	30	20	0	50	100	0	150	3	
4	KMB 104	BUSINESS STATISTICS AND ANALYTICS	3	1	0	30	20	0	50	100	0	150	3	
5		MARKETING MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3	
6		DESIGN THINKING	2	0	0	15	10	0	25	50		75	2	
7	KMB 107	BUSINESS COMMUNICATION	3	1	0	30	20	0	50	100	0	150	3	
LAB / PRACTICALS														
8		IT SKILLS LAB -1	0	0	3	0		50	50	-	100	150	3	
9		MINI PROJECT -1	0	0	3	0	0	25	25	0	50	75	3	
											1200	26		

MBA – II Semester

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1		BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	0	30	20	0	50	100	0	150	3
2	KMB 202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
3	KMB 203	BUSINESS RESEARCH METHODS	4	0	0	30	20	0	50	100	0	150	3
4	KMB 204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	1	0	30	20	0	50	100	0	150	3
5	KMB 205	OPERATIONS MANAGEMENT	3	1	0	30	20	0	50	100	0	150	3
6	KMB 206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	0	30	20	0	50	100	0	150	3
7		DIGITAL MARKETING & E COMMERCE	4	0	0	30	20	0	50	100	0	150	3
8		MANAGEMENT INFORMATION SYSTEMS	2	0	0	15	10	0	25	50	0	75	2
			LAB / PRACTICALS										
9		IT SKILLS LAB-2	0	0	2	0	0	25	25	0	0	25	1
10		MINI PROJECT -2	0	0	3	0	0	25	25	0	25	50	2
											1200	26	

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End