

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



Proposed Evaluation Scheme & Syllabus

For

MBA Second Year

AS PER AICTE MODEL CURRICULUM

(Effective from the Session: 2019-20)

MBA Proposed Scheme of Teaching & Evaluation For Session 2019-20

SEMESTER III

S. No.	Code	Course Title	Periods			Evaluation Scheme					Credit
			L	T	P	Sessional Exams			ESE	Total	
						CT	TA	Total			
1	KMB 301	Strategic Management	4	0	0	30	20	50	100	150	3
2	KMB 302	NPTEL Course							100	100	3
3		Specialization Group -1 Elective 1*	4	0	0	30	20	50	100	150	3
4		Specialization Group -1 Elective 2*	4	0	0	30	20	50	100	150	3
5		Specialization Group -1 Elective 3*	4	0	0	30	20	50	100	150	3
6		Specialization Group -2 Elective 1*	4	0	0	30	20	50	100	150	3
7		Specialization Group -2 Elective 2*	4	0	0	30	20	50	100	150	3
8	KMB 303	Summer Training Project Report & Viva Voce	4	0	0			50	100	150	3
		TOTAL								1150	24

Semester IV

S. No.	Code	Course Title	Periods			Evaluation Scheme				Credit
			L	T	P	Sessional Exams			Total	
						CT	TA	Total		
1	KMB 401	Project Management	4	0	0	30	20	30	150	3
2	KMB 402	Entrepreneurship Development	4	0	0	30	20	30	150	3
3	KMB 403	NPTEL Course							100	3
4		Specialization Group -1 Elective 4*	4	0	0	30	20	30	150	3
5		Specialization Group -1 Elective 5*	4	0	0	30	20	30	150	3
6		Specialization Group -2 Elective 3*	4	0	0	30	20	30	150	3
7	KMB 404	Research Project Report and Viva Voce	4	0	0			100	300	6
		TOTAL							1150	24

ELECTIVES PAPERS

Specialization Group: Human Resource Management

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBHR01	Talent Management
2	KMBHR02	Performance and Reward Management
3	KMBHR03	Employee Relations and Labour Laws

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBHR03	Strategic HRM
2	KMBHR04	International HRM

Specialisation Group: Marketing

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBMK01	Sales & Retail Management
2	KMBMK02	Consumer Behaviour & Marketing Communications
3	KMBMK03	Digital & Social Media Marketing

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBMK04	Marketing of Services
2	KMBMK05	Marketing Analytics

Specialization Group: Finance

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBFM01	Investment Analysis & Portfolio Management
2	KMBFM02	Tax Planning and Management
3	KMBFM03	Financial Market & Services

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBFM04	Working Capital Management
2	KMBFM05	Financial Derivatives

Specialization Group: International Business

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBIB01	International Marketing
2	KMBIB02	International Logistics
3	KMBIB03	Export Import Documentation

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBIB04	International Trade Laws
2	KMBIB05	Cross Cultural Management

Specialization Group: Information Technology

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBIT01	Enterprise Resource Planning
2	KMBIT02	Web Technology & E- Commerce
3	KMBIT03	Cloud Computing for Business

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBIT04	Database Management System
2	KMBIT05	System Analysis & Design

Specialisation Group: Operations Management

Elective Papers in III Semester

S. No	Code	Course Title
1	KMBOM01	Supply Chain & Logistics Management
2	KMBOM02	Operations Planning and Control
3	KMBOM03	Quality Toolkit For Managers

Elective Papers in IV Semester

S. No	Code	Course Title
1	KMBOM04	Sourcing Management
2	KMBOM05	Management of Manufacturing System