



Where talent meets opportunity

SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES

**VISION, MISSION, PROGRAMME
OUTCOMES, PROGRAMME SPECIFIC
OUTCOMES & COURSE OUTCOMES**

www.sssutms.co.in

Opp.Oilfed Plant, Bhopal-Indore Road,Sehore (M.P), Pin - 466001



(+91) 07562-292740 | 7562292720

SCHOOL OF MANAGEMENT STUDIES

SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES

Outcome Based Curriculum for Undergraduate Degree Courses in Management

Department Of Management

(1) **Vision:** To be an institute of academic excellence with total commitment to quality education in Commerce, management and related fields, with a holistic concern for better life, environment and society.

(2) **Mission:**

- Empowering students with all the knowledge and guidance that they need to become worthy management professionals.
- Learning through Doing.
- Imparting value framework that is global yet national.
- Providing for holistic and value based development of students which ultimately enhances their employability.
- Developing social consciousness among students.
- To carve a niche for ourselves in the specialized field of commerce and management.
- Provide a nurturing and motivating environment to exploit the full potential of the students.
- Grooming youth to become a truly global personality well equipped to deal with the modern world and its challenges.
- Enable holistic development of personality with a humane and global outlook.

(3) **Program Educational Objectives (PEO's):**

- **PEO1:** Academic excellence: Our primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.
- **PEO2:** Professional Excellence: to motivates molds and prepares the students for positions of leadership in business organizations at the local, national and international levels. The capacity building of our graduates to assume productive roles are emphasized during their stay in the college and to inculcate the habit of lifelong learning. The ultimate objective is to produce commerce graduates who possess the skills, problem solving tools and professionalism essential for being successful.
- **PEO3:** Total commitment: to focused on the all-round development of the students' personality through proper education and exposure to the vast treasure of knowledge; sports facilities and by providing platforms for their socialization.
- **PEO4:** Holistic Development: to provides exposure to learners in the latest trends in relevant branches of knowledge, competence and creativity to face global challenges. To achieve



innovations in teaching-learning, research and extension activities to realize national goals, including the adoption and promotion of knowledge output for human development.

- **PEO5: Socially responsible Citizen:** to inculcates a sense of civic responsibility, social commitment, and moral accountability among the students through social activities to with exposure to human rights, value system, culture, heritage, scientific temper and environment.
- **PEO6: Value-based Development:** To impart quality and need based education our objective is to sensitize the students to their changing roles in society through awareness raising activities.

(4) Programme Outcomes (PO's):

- **PO 01: Disciplinary Knowledge**

The curriculum planning of BBA Programme envisages the students demonstrating fundamental knowledge of the areas related to finance management, accounting, international business, corporate and business laws, economics, marketing etc. The students will be made capable of evaluating diverse perspectives provided by the prism of these areas and a comprehensive picture of business situations, using modern ways and means of dealing with issues arising in the dynamic business world.

- **PO 02: Communication Skills**

The teaching learning pedagogies used in the programme will make the students capable enough to deliver and communicate information pertaining to business effectively.

- **PO03: Problem Solving**

The BBA Involves acquainting the students with problem solving techniques by providing them with real life situations through case-studies. The students shall be able to develop better sense of problem solving after going through the courses.

- **PO04: Analytical Reasoning**

The courses offer opportunity for students to develop analytical reasoning through their active participation and involvement in teaching-learning process as envisioned in the student centric approach.

- **PO05: Cooperation/Team Work**

The curriculum also inculcates in the young minds the qualities of teamwork, cooperation and solidarity which can be seen as a vision of the current business world. They shall be able to gain insight into the need to balance the aspects of collaboration and competition for healthier delivery to society whose hallmark currently is fierce competition. The courses included in the programme teach the students to cultivate such characteristics keeping the larger societal welfare and sustenance in mind.

- **PO06: Research-related skills**

The courses make them understand the need of the current business world and make them capable to view different aspects and dimensions from global perspective. The courses are



designed in such a way that the learners are encouraged to seek deeper understanding of issues and develop research abilities.

- **PO07: Moral and ethical awareness**

The courses also involve training the students to check unethical behavior, falsification and manipulation of information in order to avoid debacles which can be seen rising persistently over the period of time.

- **PO08: Lifelong Learning**

The courses are formulated to develop a sense of attitude towards life-long learning as the world of business is constantly in a state of flux. The course content shall help students build on sustaining themselves and being relevant in all times through having such an attitude.

- **PO09: Leadership readiness/qualities**

The programme shall be able to inculcate management skills like teamwork, cooperation, motivation and leadership etc. that help build the character of a future employee and facilitate him/her in inspiring others in an organization. The courses would be able to make the students capable of handling present complexities and future challenges.

- **PO10: Information/Digital Literacy**

The courses in this programme help the students acquire knowledge of computers and become digitally literate by learning basics of computers and computerized accounting, thus becoming self-reliant.

(5) Program Specific Outcomes (PSOs)

- PSO 01: Programme aims to equip students with the knowledge, skills and attitude to meet the challenges of the modern-day business organizations.
- PSO 02: The curriculum of BBA degree provides a carefully selected subject combination of Accounting, Economics, Finance, Management, Management, Marketing and Law etc.




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(06) Programme PO's and PSO's Mapping

S. No	Program	Courses Category	PO 1	PO 2	PO3	PO4	PO 5	PO6	PO7	P 08	PO9	PO10	Project Management	Life - Long Learning	PSO 1	PSO 2	
			Engineering Knowledge	Problem Analysis	Design/Development of Solution	Investigation	Modern Tool Usage	The Engineer and Society	Environment and Sustainability	Ethics	Individual and Team Work	Communication					
1	BBA	Humanities and Social Sciences including commerce & Management courses		*			*			*		*		*			
2		Basic commerce & Management courses		*		*	*		*								
3		commerce & Management courses including workshop, computer etc.		*			*								*		
4		Professional core courses		*		*											
5		Professional Elective courses relevant to chosen specialization /branch		*		*	*			*	*						
6		Open subjects - Electives from other		*		*	*			*	*	*			*	*	*




 Reviewer
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 & Medical Sciences Solapur (M.P.)

		technical and /or emerging *subjects																
7		Project work, seminar and internship in industry or elsewhere	*		*			*	*	*	*	*	*	*				*
8		Specific core subject	*		*													
9		Mandatory Course (Noncredit)						*	*	*	*		*					




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 & Medical Sciences Scheme (M.V)

(07) Year wise PO's and PSO's Mapping

YEAR	Name of the Courses/POs(Basic, Core Electives, Projects, Internships etc.)	PO 1 Disciplinary Knowledge	PO 2 Communication Skills	PO3 Problem Solving	PO4 Analytical Reasoning	PO5 Cooperation/Team Work	PO6 Research-Related Skills	PO7 Moral And Ethical Awareness	PO8 Lifelong Learning	PO 9 Leadership Readiness/Qualitie	PO10 Information/Digital Literacy			PSO 1	PSO 2	
Ist year	Principles Of Management	*	*	*		*			*		*					
	Communication Skills	*	*	*	*	*										
	Micro Economics	*	*			*			*	*						
	Business Statistics	*	*			*		*	*	*	*					
	Financial Accounting	*	*	*	*	*			*	*						
II ND year	Business Mathematics	*	*	*	*	*			*	*						
	Marketing Management	*	*	*	*	*			*	*	*					
	Marketing Research	*	*	*	*	*	*		*	*						
	Financial Management	*	*	*	*	*			*	*	*					
	Project Management	*	*	*	*	*		*	*	*	*					
	Human Research Management	*	*	*	*	*			*	*						
III RD YEAR	Organizational Behaviour	*	*	*	*	*			*	*						
	Entrepreneurship Development	*	*	*	*	*			*	*	*					
	Management Information System	*	*	*	*	*			*	*						
	Business Environment	*	*	*	*	*			*	*						
	Business Law	*	*	*	*	*			*	*	*					
	Elective Subject - Select Any One Specialization group-A/B/C															
	Consumer Behavior(A)	*	*	*	*	*	*			*	*	*				
	Advertising Management & Sales Promotion(A)	*	*	*	*	*	*			*	*	*				
	Working Capital Management(B)	*	*	*	*	*	*			*	*	*				
	Corporate Taxation(B)	*	*	*	*	*	*			*	*	*				
Human Resources Development(C)	*	*	*	*	*	*			*	*	*					
Wages And Salary Administration(C)	*	*	*	*	*	*			*	*	*					
Project/internship(compulsory)	*	*	*	*	*	*	*		*	*	*					



(08) **Structure of Programme:** To fulfill the need of development of all the POs/ GAs, as per above mapping, the following year wise programme structure are as under.

[L= Lecture, T = Tutorials, P = Practical's & H= hour]

Total Hours*= 960

Structure of Undergraduate BBA program:

S.N	Course Category	Hours of the BBA Curriculum
1.	Humanities and Social Sciences including commerce & Management courses	0
2.	Basic commerce & Management courses	400
3.	commerce & Management courses including workshop, computer etc.	40
4.	Professional core courses	240
5.	Professional Elective courses relevant to chosen specialization /branch	240
6.	Open subjects – Electives from other technical and /or emerging *subjects	0
7.	Project work, seminar and internship in industry or elsewhere	40
8.	Specific core subject	0
Total		960




 Vice-Chancellor
 O.P.J.S. University of Technology
 B. Haldwari, Saharanpur, Uttarakhand (N.P.)

SCHOOL OF MANAGEMENT STUDIES
SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES

Outcome based Curriculum for
Post-graduate Degree Courses in Management
Department of Master of Business Administration

(1) Vision:

To accomplish excellence in management education and craft a flora and fauna for the holistic growth of all stakeholders.

(2) Mission:

To provide surroundings of effective learning and innovation for transforming students into dynamic, responsible and prolific professionals in managerial fields, who are capable of adapting to the shifting needs of the industry and society.

(3) Program Educational Preambles (PEO's):

PEO 1: To develop managerial skills in the students to fulfill contemporary needs of the industry as well as society to contribute in nation's growth.

PEO 2: To develop analytical skills in the students for the sake of sustainable development of academic research and innovation.

(4) Programme Outcomes (PO's):

PO-01: Business Environment and Domain Knowledge (BEDK): Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, involvement of business enterprises and exploring the entrepreneurial opportunities.

PO-02: Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.

PO-03: Global Exposure and Cross-Cultural Understanding (GECCU): Graduates are able to demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.




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PO-04: Social Responsiveness and Ethics (SRE): Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

PO-05: Effective Communication (EC): Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

PO06: Leadership and Teamwork (LT): Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

(5) Program Specific Outcomes (PSOs)

PSO-1: Modern Tool Usage (MTU): Graduates are expected to create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modeling to complex management activities with an understanding of the limitations.

PSO- 2: Specific Operational Domain (SOD): Graduates are expected to hands on current practices of Marketing Management, Human Resource Management, Production Management, Financial Management & contemporary and specific need of the market.




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(06) Programme PO's and PSO's Mapping:

S.N.	Program	Courses Category	PO 1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
			Business Environment and Domain Knowledge	Critical thinking and Innovative Solutions	Global Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethics	Effective Communication	Leadership and Teamwork	Modern Tool Usage	Specific Operational Domain
1	MBA	Humanities and Social Sciences	*		*	*	*	*		
2		Basic Management courses	*	*	*		*			
3		Basics Management courses of Marketing/Human Resource/Finance/ Production/ ITM etc.	*		*					*
4		Professional core courses	*	*	*				*	*
5		Professional Elective courses relevant to chosen specialization	*		*				*	*
6		Open subjects – Electives from other management and for emerging *subjects	*			*			*	*
7		Project work, seminar and internship in industry or elsewhere	*	*	*	*	*	*	*	*
8		Mandatory Course (Non credit)			*	*	*	*	*	



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 & Health Sciences Solapur (H.S)

(07) Semester wise PO's and SPO's Mapping

Semester	Name of the Courses/Pos (Basic, Core, Electives, Projects, Internships etc.)	PO 1	PO2	PO3	PO4	PO5	PO6	PSD1	PSO2
		Business Environment and Domain Knowledge	Critical thinking and Innovative Solutions	Global Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethics	Effective Communication	Leadership and Teamwork	Modern Tool Usage	Specific Operation at Domain
Semester-I st	Management: organizational behavior	*	*	*	*				
	Management: principles & practices	*	*		*				
	Managerial economics	*	*	*					*
	Financial accounting & analysis		*					*	
	Management: quantitative techniques & methods		*				*	*	
	Crisis culture management								*
	WTO & IPR				*				*
	Total quality management								*
	Project management								*
	Business communication - (seminar)	*	*	*	*	*			*
Semester-II nd	Management: human resources	*	*	*	*				
	Management: marketing	*	*	*	*				
	Management: financial	*						*	
	Management: production & operations	*	*	*	*		*		
	Management: information technology	*	*	*	*				
	India's foreign trade & policy					*			*
	Banking insurance & risk management	*							*
	Logistic & supply chain management		*						*
	MSME management								*
	Summer internship			*	*		*	*	*
Semester-III rd	International business	*	*	*	*				
	Business legislation		*	*					
	Operation research	*	*	*					
	Advertising management	*	*	*					*



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Marketing of services	*	*	*	*				*
Marketing research	*	*	*	*	*			*
Marketing of non-profit organization		*	*		*	*	*	*
HR planning and development	*			*				
Human resource development	*			*				
Manpower development for technological change			*			*		*
Legal framework governing human relations	*			*				
Security analysis and portfolio management		*					*	*
Financial market & services	*							*
Micro finance & development			*					
Corporate finance	*		*					*
Legal & ethical issues for hospital			*	*				
Health education & communication					*	*		
Hospital support services								*
Medical waste management								*
International logistic management	*		*			*		
Export & import management	*		*		*	*		
International business laws	*		*		*			
Global business ethics & corporate governance	*		*					
Database management system		*		*			*	*
Technology innovation & change	*	*		*		*	*	*
Software project management		*		*			*	
E-governance and framework of ICT	*			*			*	




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	Indian banking & financial system				*			*	
	Monetary & treasury management	*		*					*
	International banking & forex management	*	*						*
	Corporate banking	*		*				*	*
	Materials management	*						*	
	Service operations management			*				*	
	Innovation and R&D management		*					*	
	Technology management	*			*			*	*
	Food production	*			*			*	*
	Communication for professionals	*			*			*	*
	Food & beverage service management and control	*		*				*	*
	Marketing for hospitality & tourism	*		*				*	*
	Natural and Anthropogenic Disasters Management	*						*	*
	Disaster Preparedness and Decision Making	*						*	*
	Disaster Law and Protection	*						*	*
	Disaster mitigation				*				*
	Seminar: business best practices and success stories of emerging leaders	*	*	*	*	*	*	*	*
Semester -IV th	Spirituality management				*		*		
	Business research methods		*					*	
	Entrepreneurship and project management		*					*	
	Sales and distribution management	*							*
	International marketing			*		*		*	




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Rural marketing	*			*	*				
Retail marketing	*			*	*				
Management of industrial relations		*		*	*	*			
Training & development	*			*	*	*	*	*	*
Labor legislations		*		*	*				
Counseling skills for managers				*		*			
International finance management		*		*	*	*			
Income tax management	*			*	*	*	*		
Derivatives & risk management		*		*	*	*			
Advance financial services	*			*	*				
Hospital waste management				*		*	*	*	*
Healthcare economics	*			*	*				
Health insurance	*			*	*		*	*	*
Clinical, diagnostic & therapeutic services	*			*	*	*	*	*	*
International trade operations		*		*	*	*			
MNC's financial management		*		*	*	*			
Trading blocks & foreign trade frame work				*		*	*		
Forex management and currency derivatives	*			*					
Network application and management		*		*	*				
Data centre management	*			*	*	*			
Knowledge management				*	*	*	*	*	
E- customer relationship management				*	*	*	*	*	




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Insurance management	*			*					
Bank management	*								
Banking financial services management	*						*		*
Legal issues: banking & insurance	*				*				
Production planning and control	*			*		*		*	
Purchasing and materials management	*								
World class manufacturing	*								
Product design Facilities design and management				*		*	*	*	
Food science, nutrition and Dietetics management	*			*		*			
Facilities design and management					*		*	*	
Kitchen operation management					*		*	*	*
Hospitality laws & regulations					*		*	*	*
Natural and Manmade Disaster					*		*	*	
Reconstruction and Rehabilitation	*			*		*	*		
Preventive Laws in Disaster Management					*		*	*	*
Agencies in Disaster Management			*		*	*	*		
Project report & viva	*	*	*	*	*	*	*	*	*




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 & Research Institute, Sahasra (M.P.)

(08) **Structure of Programme:** To fulfill the need of development of all the POs/ GAs, as per above mapping, the following semester wise programme structure are as under.

[L= Lecture, T = Tutorials, P = Practical's & C = Credits]

Total Credits* = 107

Structure of Postgraduate Management program:

S.No.	Course Category	Credits of the MBA Curriculum
1.	Humanities and Social Sciences	16
2.	Basic Management	12
3.	Management Sciences including Marketing, HRM, Finance/Production/ITM etc.	21
4.	Professional Core Subjects	16
5.	Professional Subjects: Subjects relevant to chosen specialization branch	24
6.	Open Subjects: Electives from other technical and/or emerging subjects	06
7.	Project work, seminar and internship in industry or elsewhere	12
8.	Mandatory Courses [Environmental Sciences, Induction Program, Indian Constitution, Essence of Indian Knowledge Tradition]	Non-credit
	Total	107

***Definition of Credit:**

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical(Lab)/week	1 Credit



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Sri Satya Sai University of Technology
& Medical Sciences Sehore (M.P.)

(09) Scheme of Examination (MBA) Academic Year 2019-20

I Semester

S NO	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED						HOURS/WEEK			CREDITS	
			THEORY			PRACTICAL			L	T	P		
			END SEM	MID SEMESTER	QUIZ/ASSIGNMENT	END SEM	LAB	PROJECT/Presentation					ASSIGNMENT/QUIZ
1	MBA C 101	MANAGEMENT ORGANISATIONAL BEHAVIOUR	60	30	10	0	0	0	100	3	1	0	4
2	MBA C 102	MANAGEMENT PRINCIPLES & PRACTICES	60	30	10	0	0	0	100	3	1	0	4
3	MBA C 103	MANAGERIAL ECONOMICS	60	30	10	0	0	0	100	3	1	0	4
4	MBA C 104	FINANCIAL ACCOUNTING & ANALYSIS	60	30	10	30	0	20	150	2	1	2	4
5	MBA C 105	MANAGEMENT QUANTITATIVE TECHNIQUES & METHODS	60	30	10	0	0	0	100	3	1	0	4
6*	MBA E 106 A	CROSS CULTURE MANAGEMENT	60	30	10	0	0	0	100	2	1	0	3
	MBA E 106 B	WTD & IPR											
	MBA E 106 C	TOTAL QUALITY MANAGEMENT											
	MBA E 106 D	PROJECT MANAGEMENT											
7	MBA S 107	BUSINESS COMMUNICATION SEMINAR	0	0	0	0	40	60	100	0	1	2	2
			360	180	60	30	40	80	750	16	7	4	25

*Note: Only one subject should be selected from MBA E 106



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II Semester

S. NO.	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED							HOURS WEEK			CREDITS	TOTAL MARKS	
			MAX. MARKS THEORY SLOT				MAX. MARKS PRACTICAL SLOT			L	T	P			
			END SEM	MID SEM TEST	ORAL ASSIGNMENT	APPROXIMATE MARKS	END SEM	LAB OR FIELD PLACEMENT	ASSESSMENT UNIT						MINIMUM MARKS
1	MBA C 201	MANAGEMENT: HUMAN RESOURCES	60	30	10	40	0	0	0	—	3	1	0	4	100
2	MBA C 202	MANAGEMENT: MARKETING	60	30	10	40	0	0	0	—	3	1	0	4	100
3	MBA C 203	MANAGEMENT: FINANCIAL	60	30	10	40	30	0	20	—	3	1	2	3	150
4	MBA C 204	MANAGEMENT: PRODUCTION & OPERATIONS	60	30	10	40	0	0	0	—	3	1	0	4	100
5	MBA C 205	MANAGEMENT: INFORMATION TECHNOLOGY	60	30	10	40	0	0	0	—	3	1	0	4	100
6	MBA E 206 A	INDIA'S FOREIGN TRADE & POLICY	60	30	10	40	0	0	0	—	2	1	0	3	100
	MBA E 206 B	BANKING INSURANCE & RISK MANAGEMENT													
	MBA E 206 C	LOGISTIC & SUPPLY CHAIN MANAGEMENT													
	MBA E 206 D	MSME MANAGEMENT													
7	MBA S 201	SUMMER INTERNSHIP	0	0	0	0	60	60	0	0	0	1	2	2	100
			100	180	60		30	60	60		15	7	4	26	700

*Note: Only one subject should be selected from MBA E 206.



Dr. Rajeshwar
 Dean, School of Management Studies
 BSSUTMS, Bhubaneswar (O.O.)

III SEMESTER

S. NO.	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED								HOURS/WEEK			CREDITS	TOTAL MARKS
			MAX. MARKS THEORY SLOT				MAX. MARKS PRACTICAL SLOT				L	T	P		
			END SEM	MID SEM TEST	QUIZ/ASSIGNMENT	PROJECT	END SEM	LAB/WORKSHOP	ASSIGNMENT/QUIZ	MINIMUM REQUISITE					
1	MBA C 301	INTERNATIONAL BUSINESS	60	30	10	40	0	0	0	—	3	1	0	4	100
2	MBA C 302	BUSINESS LEGISLATION	60	30	10	40	0	0	0	—	3	1	0	4	100
3	MBA C 303	OPERATION RESEARCH	60	30	10	40	0	0	0	—	3	1	0	4	100
4	MBA E 304 A	SPECIALIZATION 1	60	30	10	40	0	0	0	—	2	1	0	3	100
5	MBA E 305 B	SPECIALIZATION 1	60	30	10	40	0	0	0	—	2	1	0	3	100
6	MBA E 306 A	SPECIALIZATION 2	60	30	10	40	0	0	0	—	2	1	0	3	100
7	MBA E 307 B	SPECIALIZATION 2	60	30	10	40	0	0	0	—	2	1	0	3	100
8	MBA S 308	SEMINAR - BUSINESS BEST PRACTICES AND SUCCESS STORIES OF EMERGING LEADERS	0	0	0	0	0	40	60	—	0	1	2	2	100
			420	210	70		0	40	60		17	8	2	26	500

*Note: Any two from specialization 1 of four and Any two from specialization 2 of four should be selected.




 Professor
 School of Management Studies, SSSUTMS, Sehore (H.P.)

IIIRD SEMESTER ELECTIVES

MARKETING MANAGEMENT	Advertising management	Marketing research
	Marketing of services	Marketing of non-profit organization
HUMAN RESOURCE MANAGEMENT	HR planning and development	Manpower development for technological change
	Human resource development	Legal framework governing human relations
FINANCE MANAGEMENT	Security analysis and portfolio management	Micro finance & development
	Financial market & services	Corporate finance
HOSPITAL MANAGEMENT	Legal & ethical issues for hospital	Hospital support services
	Health education & communication	Medical waste management
INTERNATIONAL BUSINESS MANAGEMENT	International logistic management	International business laws
	Export & import management	Global business ethics & corporate governance
IT MANAGEMENT	Database management system	Software project management
	Technology innovation & change	E-governance and framework of ICT
BANKING & INSURANCE MANAGEMENT	Indian banking & financial system	International banking & forex management
	Monetary & treasury management	Corporate banking
PRODUCTION MANAGEMENT	Materials management	Innovation and R&D management
	Service operations management	Technology management
HOTEL MANAGEMENT	Food production	Food & beverage service management and control
	Communication for professionals	Marketing for hospitality & tourism
DISASTER MANAGEMENT	Natural and Anthropogenic Disasters Management	Disaster Law and Protection
	Disaster Preparedness and Decision Making	Disaster mitigation

NOTE** Select any two groups and any two subjects from a single group, hence forth only four subjects can be selected.




 DEPUTY CHIEF EXECUTIVE OFFICER
 Sri Sreenivasa University of Technology and Management Studies

IV SEMESTER

S. NO	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED							CREDITS ALLOTTED			TOTAL CREDITS	TOTAL MARKS	
			MAX. MARKS THEORY SLOT				MAX. MARKS PRACTICAL SLOT			L	T	P			
			END SEM	MID SEM TEST	QUIZ/JUDGMENT	SPONTANEOUS/QUIZ	END SEM	LAB/WORK/PROJECTS	ASSESSMENT QUIZ						ASSESSMENT MARKS
1	MBA C 401	SPIRITUALITY MANAGEMENT	60	30	10	40	0	0	0	-	3	1	0	4	100
2	MBA C 402	BUSINESS RESEARCH METHODS	60	30	10	40	0	0	0	-	3	1	0	4	100
3	MBA C 403	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	60	30	10	40	0	0	0	-	3	1	0	4	100
4	MBA E 404 A	SPECIALIZATION 1	60	30	10	40	0	0	0	-	2	1	0	3	100
5	MBA E 405 B	SPECIALIZATION 1	60	30	10	40	0	0	0	-	2	1	0	3	100
6	MBA E 406 A	SPECIALIZATION 2	60	30	10	40	0	0	0	-	2	1	0	3	100
7	MBA E 407 B	SPECIALIZATION 2	60	30	10	40	0	0	0	-	2	1	0	3	100
8	MBA PR	PROJECT REPORT & VIVA	0	0	0	0	60	40	0	-	-	-	0	0	100
			420	210	70		60	40	0		17	8	0	25	800

*Note: Any two from specialization 1 of four and Any two from specialization 2 of four should be selected.



(Signature)
 Dr. Pradyumn K. Jaiswal
 Head of School of Management Studies, SSSUTMS, Sehore

IV th SEMESTER ELECTIVES		
MARKETING MANAGEMENT	Sales and distribution management	Rural marketing
	International marketing	Retail marketing
HUMAN RESOURCE MANAGEMENT	Management of industrial relations	Labor legislations
	Training & development	Counseling skills for managers
FINANCE MANAGEMENT	International finance management	Derivatives & risk management
	Income tax management	Advance financial services
HOSPITAL MANAGEMENT	Hospital waste management	Health insurance
	Healthcare economics	Clinical, diagnostic & therapeutic services
INTERNATIONAL BUSINESS MANAGEMENT	International trade operations	Trading blocks & foreign trade frame work
	MNC's: financial management	Forex management and currency derivatives
IT MANAGEMENT	Network application and management	Knowledge management
	Data centre management	E- customer relationship management
BANKING & INSURANCE MANAGEMENT	Insurance management	Banking financial services management
	Bank management	Legal issues: banking & insurance
PRODUCTION MANAGEMENT	Production planning and control	World class manufacturing
	Purchasing and materials management	Product design Facilities design and management
HOTEL MANAGEMENT	Kitchen operation management	Food science, nutrition and Dietetics management
	Hospitality: laws & regulations	Facilities design and management
DISASTER MANAGEMENT	Natural and Manmade Disaster	Preventive Laws in Disaster Management
	Reconstruction and Rehabilitation	Agencies in Disaster Management
NOTE:** Select any two groups and any two subjects from a group, the groups should be chosen at 3 rd semester. Hence forth only four subjects can be selected.		




 Head of School of Management Studies (S.M.S.)
 At School of University of Rajasthan
 Jaipur