

GAUTAM BUDDHA UNIVERSITY,

GREATER NOIDA

SCHOOL OF MANAGEMENT

PROGRAMME:- Integrated-MBA (BBM+MBA) 2011-16

Semester: I

S. No.	Code	Subject	Credits	L	T/P
1	MB 101	Principles and Practices of Management	3	3	-
2	MB 103	Fundamentals of Economics	3	3	-
3	MB 105	Business Mathematics	3	3	-
4	MB 107	Financial Accounting	3	3	-
5	MB 109	Computer Skills	3	2	2
6	MB 111	English Proficiency	3	3	-
7	MB 113	Sociology for Managers	3	3	-
8	MB 115	Professional Development Lab	2	-	4
		General Proficiency	1	-	-
		Total	24	20	6

Semester-II

S. No.	Code	Subject	Credits	L	T/P
1	MB 102	Psychology for Managers	3	3	-
2	MB 104	Managerial Economics	3	3	-
3	MB 106	Business Statistics	3	3	-
4	MB 108	Financial Analysis	3	3	-
5	MB 110	Fundamentals of Information Technology	3	2	2
6	MB 112	Business Communication -I	3	3	-
7	MB 114	Indian Polity for Managers	3	3	-
8	MB 116	Professional Development Lab	2	-	4
		General Proficiency	1	-	-
		Total	24	20	6

Semester-III

S. No.	Code	Subject	Credits	L	T/P
1	MB 201	Organization Behaviour	3	3	-
2	MB 203	Marketing Management -I	3	3	-
3	MB 205	Cost and Management Accounting	3	3	-
4	MB 207	Financial Management -I	3	3	-
5	MB 209	Operation Research	3	3	-
6	MB 211	Business and Society	3	2	2

7	MB 213	Economic Environment of Business	3	3	-
8	MB 215	Business History	2	2	
		General Proficiency	1	-	-
		Total	24	22	2

L: Lecture, **T:** Tutorial, **P:** Practical/Presentation

Semester-IV

S. No.	Code	Subject	Credits	L	T/P
1	MB 202	Human Resource Management	3	3	-
2	MB 204	Environmental Issues and Business	3	3	-
3	MB 206	Mercantile Law and Cyber laws	3	3	-
4	MB 208	Operation Management	3	3	-
5	MB 210	Financial Management-II	3	3	-
6	MB 212	International Business & Trade	3	3	-
7	MB 214	Marketing management-II	3	3	-
8	MB 216	Human Values and Buddhist Ethics	2	2	
		General Proficiency	1	-	-
		Total	24	23	-

Semester-V

S. No.	Code	Subject	Credits	L	T/P
1	MB 301	Strategic Management -I	3	3	-
2	MB 303	Financial Markets and Institutions	3	3	-
3	MB 305	Managing Small and Medium Enterprises	3	3	-
4	MB 307	Business Research Methods	3	3	-
5	MB 309	Supply Chain Management	3	3	-
6	MB 311	E-Business	3	3	-
7	MB 313	Event Management	3	3	-
8	MB 315	Corporate communication	2	2	-
		General Proficiency	1	-	-
		Total	24	23	

Semester-VI

S. No.	Code	Subject	Credits	L	T/P
1	MB 302	Strategic Management- II	3	3	-
2	MB 304	Management Information Systems (IT) Legal environment	3	3	-
3	MB 306	Management of Service Organizations	3	3	-
4	MB 308	Retail Management	3	3	-
5	MB 310	Nations, Politics, Culture and Markets	3	3	-

6	MB 312	Development Studies	2	2	-
7	MB 314	Project Management	2	2	-
8	MB 316	Leadership & Team Building	2	2	-
		General Proficiency	1	-	-
		Total	22	21	-

SUMMER INTERNSHIP

Semester-VII

S. No.	Code	Subject	Credits	L	T/P
1	MB 401	Entrepreneurship & Innovation	3	3	-
2	MB 403	Corporate Governance and Sustainability	2	2	-
3		Open Elective (1)	3	3	-
4-8		Specialization Courses (Electives- 5*2)	10	10	-
9	MB 405	Summer Project I	2	-	-
		General Proficiency	1	-	-
		Total	21	18	

Semester-VIII

S. No.	Code	Subject	Credits	L	T/P
1	MB 402	Business and Public Policy	3	3	-
2	MB 404	Total Quality Management	2	2	-
3		Foreign Language –I	3	3	-
4-8		Specialization Courses (Electives-5*2)	10	10	-
9	MB 406	Research Project	3	-	6
		General Proficiency	1	-	-
		Total	21	17	6

SUMMER INTERNSHIP

Semester-IX

S. No.	Code	Subject	Credits	L	T/P
1	MB 501	Managing in Emerging Markets	2	2	
2	MB 503	Course on Independent Study	2	2	
3		Foreign Language –II	3	3	-
4-8		Specialization Courses (Electives-5*2)	10	10	-
9	MB 505	Summer Project –II	2	-	-
		General Proficiency	1	-	-
					-
		Total	20	17	-

Semester-X

Sr. No.		Subject	Credits	L	T/P
1	MB 502	Dissertation & Field Training	15	--	3 hrs / week
2	MB 504	Presentation of Dissertation	4	-	-
		General Proficiency	1	-	-
		Total	20	-	3

List of Electives (Area wise)

Marketing	Finance
<ol style="list-style-type: none"> 1. Advertising Management 2. Brand Management 3. Consumer Behaviour 4. Customer Relationship Management 5. Integrated Marketing Communication 6. International Marketing 7. New Product Development 8. Marketing of Services 9. Marketing Research 10. Rural Marketing 11. Sales Negotiation 12. Sales and Distribution Management 13. Direct Marketing 14. Sports Marketing 15. Industrial Marketing 16. Retail Store Management 17. Mall Management 18. Merchandise Management 19. IT in Retailing 	<ol style="list-style-type: none"> 1. Behavioural Finance 2. Management of Financial Services 3. Taxation Planning & Management 4. Wealth Management 5. Mergers & Acquisitions 6. International Finance 7. International Accounting 8. Management of Banks 9. Insurance Management 10. Corporate Valuation & Restructuring 11. Risk Management 12. Security Analysis & Portfolio Management 13. Strategic Cost Management 14. Micro Finance 15. Financial Modeling 16. Financial Re-engineering 17. Public Finance
Human Resource Management <ol style="list-style-type: none"> 1. HR Information Systems & Planning 2. International H R M 3. Negotiation Skills 4. Performance Management & Competency Mapping 5. Recruitment and Selection 6. Training and Development 7. Strategic HRM 8. Compensation Management & Reward Management 9. Industrial Psychology 10. Industrial Relations 11. Labour Laws 12. Diversity Management 13. Organisation Development 14. Cross Cultural Management 15. Managing Change and Transformation 	Strategic Management & Entrepreneurship <ol style="list-style-type: none"> 1. Global Strategic Management 2. Mergers, Acquisitions and Corporate Restructuring 3. Strategic Alliances and Joint Ventures 4. Knowledge Management and Learning Organization 5. Management of Innovation 6. Managing Intellectual Property Rights 7. Managing Growth of New ventures 8. Social entrepreneurship 9. Managing Family Businesses 10. Leadership, Vision and Entrepreneurship 11. Management of Technology 12. Managing Change and Transformation 13. Building high performance organizations
Operations Management: Business Process Re-engineering, Logistics Management, Warehousing Management, Operations Strategy, Six sigma, Materials Management	