Rajagiri College of Social Sciences (Autonomous)

MASTER OF BUSINESS ADMINISTRATION (MBA)
(2024 Admission Onwards)
Scheme and Syllabus

RAJAGIRI COLLEGE OF SOCIAL SCIENCES (AUTONOMOUS)
Rajagiri P. O; Kalamassery
Kochi - 683 104 Kerala, India

RAJAGIRI COLLEGE OF SOCIAL SCIENCES (AUTONOMOUS)
KALAMASSERY

Affiliated to Mahatma Gandhi University

MBA Programme
2024 Admission Onwards

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Detailed Distribution of Courses

The list of courses semester wise is as follows:

Semester I:

Course Code	Course	Credit	CIA	ESE	Total
S1CC01	Management Process and Organisational behaviour	3	40	60	100
S1CC02	Financial and Management Accounting	3	40	60	100
S1CC03	Managerial Economics	3	40	60	100
S1CC04	Managerial Communication	3	40	60	100
S1CC05	Legal Environment of Business	3	40	60	100
S1CC06	Environmental Management	3	40	60	100
S1CC07	Statistics for Management	3	40	60	100
S1CC08	Computer Applications in Business	3	40	60	100
	Total Marks	24	320	480	800

Semester II:

Course Code	Course	Credit	CIA	ESE	Total
S2CC09	Business Ethics and Corporate Governance	3	40	60	100
S2CC10	Technologies & Digital Transformation of Business	3	40	60	100
S2CC11	Human Resources Management	3	40	60	100
S2CC12	Operations Management	3	40	60	100
S2CC13	Operations Research	3	40	60	100
S2CC14	Financial Management	3	40	60	100
S2CC15	Marketing Management	3	40	60	100
S2CC16	Business Research Methods	3	40	60	100
S2CC17	Viva-Voce	-	-	-	100
	Total Marks	24	320	480	900

Semester III*:*

Course Code	Course	credit	CIA	ESE	Total
S3CC18	Entrepreneurship and Family business Management	3	40	60	100
S3EC101	Specialisation Area 1 Elective 1	3	40	60	100
S3EC102	Specialisation Area 1 Elective 2	3	40	60	100
S3EC103	Specialisation Area 1 Elective 3	3	40	60	100
S3EC104	Specialisation Area 1 Elective 4	3	40	60	100
S3EC201	Specialisation Area 2 Elective 5	3	40	60	100
S3EC202	Specialisation Area 2 Elective 6	3	40	60	100
S3EC203	Specialisation Area 2 Elective 7	3	40	60	100
S3CC19	Summer Internship	3	40	60	100
	Total Marks	27	360	540	900

Semester IV:

Course Code	Course	Credit		CIA	ESE	Total
S4CC20	Strategic Management	3		40	60	100
S4EC105	Specialisation Area 1 Elective 8	3		40	60	100
S4EC106	Specialisation Area 1 Elective 9	3		40	60	100
S4EC107	Specialisation Area 1 Elective 10	3		40	60	100
S4EC204	Specialisation Area 2 Elective 11	3		40	60	100
S4EC205	Specialisation Area 2 Elective 12	3		40	60	100
S4EC206	Specialisation Area 2 Elective 13	3		40	60	100
S4EC207	Specialisation Area 2 Elective 14	3		40	60	100
S4CC21	Problem centered study or Dissertation (8 weeks)	3		100 for Project work based report and 100 for Viva-Voce. A separate minimum needed for a Pass in the project work. The total pass marks is 100		200
	Total Marks	27		320	480	1000

Summary of marks in all four semesters	Credits		CIA	ESE	Total
Grand Total marks	102		1320	2280	3600

4. Details of Core Courses

All courses in the first and second semester are core courses. There is one core course and an Internship (S3CC18, S3CC19) in the third semester and one core course and a problem centered study (S4CC20, S4CC21) in the fourth semester.

5. Details of Elective Courses

There are seven electives in the third semester, of which four electives in Area 1 and three electives in Area 2. In the fourth semester there are seven electives, of which three are in Area 1 and four in Area 2.

The lists of Specialization streams and electives under each specialization are as follows:

1. Marketing Management
2. Financial Management
3. Information Systems
4. Production and Operations Management
5. International Business
6. Human Resources Management
7. Business Analytics

Electives offered under Marketing Management Specialisation are:

Course Code	Specialisation: *Marketing Management*	Credits	Offered in semester	Page No.
MM 01	Agri-Business and Rural Marketing	3	3	40-50
MM 02	Consumer Behaviour	3	3	
MM 03	Advanced Research in Marketing	3	3	
MM 04	Product and Brand Management	3	3	
MM 05	Sales and Distribution Management	3	3	
MM 06	Services Marketing	3	3	
MM 07	Digital Marketing and social media	3	4	
MM 08	Integrated Marketing Communication	3	4	
MM 09	Business to Business Marketing	3	4	
MM 10	Retail Business Management	3	4	
MM 11	Introduction to Marketing Analytics	3	4	

Electives offered under Financial Management Specialisation are:

Course Code	Specialisation: *Financial Management*	Credits	Offered in Semester	Page No.
FM 01	Security Analysis & Portfolio Management	3	3	51-62
FM 02	Banking and Financial Services Management	3	3	
FM 03	Financial Statement Analysis	3	3	
FM 04	Financial Markets and Institutions	3	3	
FM 05	Financial Derivatives and Risk Management	3	4	
FM 06	International Financial Management	3	4	
FM 07	Corporate Restructuring Strategy	3	4	
FM 08	Management Accounting & Control Techniques	3	4	
FM 09	Strategic Financial Management	3	4	
FM 10	Insurance Services	3	4	
FM 11	Introduction to Financial Analytics	3	4	

Electives offered under Information Systems Specialisation are:

Course Code	Specialisation: *Information Systems*	Credits	Offered in Semester	Page No.
IS 01	Introduction to Business Analytics	3	3	
IS 02	Electronic Commerce & Internet Marketing	3	3	
IS 03	Data Management System	3	3	
IS 04	Emerging Trends of IT in Business	3	3	
IS 05	Enterprise Process Engineering	3	3	63-72
IS 06	System Analysis & Design	3	4	
IS 07	Software Project Management	3	4	
IS 08	Decision Support System	3	4	
IS 09	Enterprise Architecture	3	4	
IS 10	Multimedia Management	3	4	

Electives offered under Production and Operations Management Specialisation are:

Course Code	Production and Operations Management	Credits	Offered in Semester	Page No.
POM 01	Supply Chain and Logistics Management	3	3	
POM 02	Total Quality Management	3	3	
POM 03	Service Operations Management	3	3	
POM 04	Manufacturing Planning and Control	3	3	
POM 05	Technology, Innovation, and Future of Work	3	3	
POM 06	Introduction to Operations Analytics	3	3	73-83
POM 07	Game Theory for Managers	3	4	
POM 08	Humanitarian Operations Management	3	4	
POM 09	Project Management	3	4	
POM 10	Integrated Materials Management	3	4	
POM 11	Executive Decision Making	3	4	

Electives offered under International Business Specialization are:

Course Code	Specialisation: *International Business*	Credits	Offered in Semester	Page No.
IB 01	International Economics	3	3	
IB 02	International Financial System	3	3	
IB 03	International Marketing	3	3	
IB 04	International Trade Policies and Procedures	3	3	
IB 05	Global Sourcing and Business Development	3	3	84-102
IB 06	International Human Resource Management	3	4	
IB 07	International Economic Organisations	3	4	
IB 08	International Logistics Management	3	4	
IB 09	International Consumer and Industrial Buyer Behaviour	3	4	
IB 10	International Business Negotiations	3	4	

Electives offered under Human Resources Management Specialization are:

Course Code	Specialisation: Human Resources Management	Credits	Offered in Semester	Page No.
HRM 01	Compensation Management	3	3	
HRM 02	Counseling Skills for Managers	3	3	
HRM 03	Human Resource Planning	3	3	
HRM 04	Training and Development	3	3	
HRM 05	Managing Organisational Change and development	3	3	103-113
HRM 06	Managing of Interpersonal and Group Process	3	4	
HRM 07	Performance Management	3	4	
HRM 08	Human Resource Information Systems	3	4	
HRM 09	Strategic Human Resource Management	3	4	
HRM 10	Industrial Relations	3	4	

Electives offered under Business Analytics Specialization are:

Course Code	Specialisation: Business Analytics	Credits	Offered in Semester	Page No.
BA 01	Relational Database Management & SQL for Managers	3	3	
BA 02	Visualizing Data Using Tableau	3	3	
BA 03	Business Modelling Using R	3	3	
BA 04	Applied Business Analytics	3	3	
BA 05	Emerging Trends in Data Analytics	3	3	114-124
BA 06	Data Mining	3	4	
BA 07	Machine learning using Python	3	4	
BA 08	Social and Web Analytics using R & Python	3	4	
BA 09	Advanced Business Analytics (Using R)	3	4	
BA 10	Big Data	3	4	