

Himachal Pradesh University Business School Shimla-171005.

Master of Business Administration (M.B.A)

The Master of Business Administration (MBA) is two-year full-time programme. The course structure and programme administration are as follows:-

I-COURSE STRUCTURE

The programme has been organized in two years –First Year and second Year, each comprising of two semesters. The list of papers offered during First Year and Second Year of the programme shall be as follows:-

Course No.	Title of the Course	
	1st Semester	
101	Management Process & Organizational Behaviour	
102	Management Science-I	
103	Managerial Economics	
104	Business Environment	
105	Indian Ethos & Values	
106	Accounting for Managers	
	2nd Semester	
201	Organizational Effectiveness, Change and Organizational Development	
202	Management Science-II	
203	Human Resource Management	
204	Financial Management	
205	Marketing Management	
206	Operations Management	
207	Research Methodology	
208	Viva-Voce based on 1 st & 2 nd Semester	
	3rd Semester	
301	Strategic Analysis	
302	Management Information System	
303	On-The-Job-Training Report	
FM-01	Indian Financial System	
FM--07	Advanced Financial Management	
MM-01	Marketing Research	
MM-03	Strategic Marketing	
HRM-01	Industrial Relations	
HRM-06	Labour Legislation	
	4th Semester	
401	Strategic Management	
FM-02	Security Analysis & investment Management	
FM-10	Project Planning, Analysis & management	
MM-02	Advertising Management	
MM-04	Rural marketing	
HRM-02	Advanced Industrial Psychology	
HRM-05	Human Resource Development	
404	Project Report	
405	Viva-Voce	

SPECIALISTIONS

FINANCE:-

FM-01.	Indian Financial System
FM-02	Security Analysis and Investment Management
FM-03.	Portfolio Management
FM-04.	International Financial Management
FM-05.	Management of Financial Services
FM-06	Management Control System
FM-07	Advanced Financial Management
FM-08	Corporate Taxation
FM-09	Financial Derivatives
FM-10.	Project Planning, Analysis and Management
FM-11	International Financial Markets
FM-12	Management of Financial Institutions
FM-13.	Working Capital Management
FM-14.	Foreign Exchange Management
FM-15	Infrastructure Finance

MARKETING:-

MM-01.	Marketing Research
MM-02	Advertising Management
MM-03.	Strategic Marketing
MM-04.	Rural Marketing
MM-05.	Sales and Distribution Management
MM-06	Industrial Marketing
MM-07	Sales Promotion Management
MM-08	Marketing of Services
MM-09	Marketing for Non-profit Organizations
MM-10.	Brand Management
MM-11	Marketing of Social Services
MM-12	E-Commerce

HUMAN RESOURCE MANAGEMENT:-

HRM-01.	Industrial Relations.
HRM-02	Advanced Industrial Psychology.
HRM-03.	Personnel Research.
HRM-04.	Managing Interpersonal and Group Processes.
HRM-05.	Strategic Human Resource Development
HRM-06.	Labour Legislations.

PRODUCTION AND TECHNOLOGY MANAGEMENT:-

PTM-01.	Advanced Production Management
PTM-02	Advanced Operation Research
PTM-03.	Total Quality Management
PTM-04.	Technology Management

PTM-05.	Materials Management
PTM-06	Advanced Operations Research
PTM-07	Computer Aided Design and Manufacturing Management
PTM-08	Business Process Re-engineering
PTM-09	Enterprise Resource Planning

INFORMATION TECHNOLOGY MANAGEMENT

ITEM-01.	Enterprises Resource Planning (E.R.P.)
ITEM-02	Object Oriented Programming, C++/VISUAL C++(O>O>Ps.C++/VC++)
ITEM-03	System Analysis and Design.
ITEM-04	Management Support Systems
ITEM-05	Strategic Management of Information Technology
ITEM-06	E-Commerce
ITEM-07	Internet and Web Page Designing.
ITEM-08	Database Management System Application Development Using ORACLE and DEVELOPER 2000.
ITEM-09	Telecommunications for Business
ITEM-10.	Security and Control Information System

INTERNATIONAL BUSINESS

IB-01	International Marketing
IB-02	International Financial Management
IB-03	International Trade Procedures & Documentation
IB-04	Marketing of Thrust Products and Characteristics of Trading Partners.
IB-05	Comparative International Management
IB-06	Overseas Project Management
IB-07	International Marketing Logistics
IB-08	International Business Environment

II PROGRAMME ADMINISTRATION

- (a) Students will have the option of taking two specialization fields. Under each specialization, they will opt for three courses in third semester and one in fourth semester.
- (b) Industrial Visits will be an integral part of the Course Structure.

(c) **INSTRUCTIONS TO THE PAPER SETTERS:-**

Set ten (10) questions in all. Two questions from each unit. The students are required to attempt five (5) questions in all, selecting one question from each unit.

(d) **Evaluation:-**

(i) Each paper will carry 100 marks of which 40 will be for internal assessment and remaining 60 for written examination. The duration of written examination for each paper shall be three hours.

(ii) The internal assessment marks shall be based on factors such as:-

* Participation in seminars, case discussions and group work activities.

- * Class tests, quizzes, individual and group oral presentations.
- * Submission of written assignments, term papers and viva-voce.
- * Class-room participation, attendance, etc.

The weightage given to each of these factors shall be decided and announced at the beginning of the semester by individual faculty member responsible for the paper.

- (iii) The scheme of evaluation of project studies/viva/training report shall be as follows:-
- a) Marks for evaluation of paper 208 & 405 i.e. Viva-Voce, paper 404, Project report and paper 303, On-the-Job Training, will be 100 each.
 - b) On-the-Job Training Report and Project Reports will be submitted by the students at the end of 4th semester.
 - c) On-the-Job Training Report and Project Study Report will be evaluated by an external examiner. Director-HPUBS shall appoint examiner(s). An examination board including Director (HPUBS), an external examiner, and a faculty member of HPUBS will hold Viva Voce examinations.
 - d) In order to maintain quality parity of MBA programme, the panel of the examiners for evaluating Training Report, Project Report and conducting Viva-voce examinations of ICDEOL and H.P. University Regional Centre, Dharamshala shall be appointed/recommended by the Director, HPUBS.