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**JIWAJI UNIVERSITY, GWALIOR**



**SYLLABUS**

**OF**

**M.B.A. (BUSINESS ECONOMICS)**

**I to IV Semester**

**2015 - 2017**

*Skshutla*



JIWAJI UNIVERSITY, GWALIOR  
M.B.A (BUSINESS ECONOMICS)

**Revised Course Structure  
Choice Based Credit System (CBCS)**

**2015-2017**

The department has choice based credit system (CBCS) in MBA (Business Economics) we offer, in which there are **87** valid credits and **16** virtual credits in the complete span of the course of two years. From these **87** credits, **45** credits should accrue from core subjects, **30** credits from elective subjects, **4** credits from seminar, **4** credits from assignment and **4** credits from project based work. Virtual credits are **16** which the student has to earn through comprehensive viva-voce held after every semester. Hence **4** virtual credits are given to each comprehensive viva-voce. From these **103** credits, the credit for each subhead is as under:

S. No.	Type of Subject/ Activity	Number of Subjects	Total Credit
1	Core	14	45
2	Electives	10	30
3	Seminar	4	4
4	Assignment	4	4
5	Comprehensive Viva Voce	4/ Semester	16
6	Summer Internship and Project Work	1	4
			<b>103</b>

**M.B.A. (Business Economics)**

M.B.A. (B.E.) I SEMESTER		
Sub. Code	Subject Name	Credits
101	Principle of Management (Core)	3
102	Business Statistics(Core)	4
103	Business Legislation (Core)	3
104	Accounting for Managers (Core)	4
105	Managerial Economics (Core)	3
106	Economics of Industries (Core)	3
107	Seminar	1
108	Assignment	1
	<b>Total Valid Credits</b>	<b>22</b>
109	Comprehensive Viva Voce (Virtual Credit)	4
	<b>Total Credits</b>	<b>26</b>

*SK Shukla*

M.B.A. (B.E.) II SEMESTER		
Sub. Code	Subject Name	Credits
201	Marketing Management (Core)	3
202	Human Resource Management (Core)	3
203	Financial Management (Core)	3
204	Organisation Behavior (Core)	3
205	Project Management (Core)	3
206	Indian Economy (Core)	3
207	Seminar	1
208	Assignment	1
	<b>Total Valid Credits</b>	<b>20</b>
209	Comprehensive Viva Voce (Virtual Credit)	4
	<b>Total Credits</b>	<b>24</b>

M.B.A. (B.E.) III SEMESTER		
Sub. Code	Subject Name	Credits
301	Economics of Decision Making (Core)	4
302	Elective Generic - Services Marketing	3
303(MM)	Elective Centric	3
304(MM)	Elective Centric	3
305(FM, PM)	Elective Centric	3
306(FM, PM)	Elective Centric	3
	<b><u>Elective Centric Groups**</u></b>	
	<b>Marketing Management:</b>	
	* Consumer Behavior	
	* Advertising Management	
	<b>Financial Management:</b>	
	*Working Capital Management	
	*Management of Financial Services	
	<b>Personnel Management:</b>	
	*Labour Law	
	*Human Resource Development	
307	Seminar	1
308	Assignment	1
	<b>Total Valid Credits</b>	<b>21</b>
309	Comprehensive Viva Voce ( Virtual Credit)	4
	<b>Total Credits</b>	<b>25</b>

**\*\*Note:** The Students have to choose two groups. They have to study two papers each of those groups in III Semester and corresponding two papers each of same groups in IV Semester.

*S.K. Sharma*

<b>M.B.A. (B.E.) IV SEMESTER</b>		
<b>Sub. Code</b>	<b>Subject Name</b>	<b>Credits</b>
401	Total Quality Management(Core)	3
402	Elective Generic - Computer and Management Information System	3
403(MM)	Elective Centric	3
404(MM)	Elective Centric	3
405(FM,PM)	Elective Centric	3
406(FM,PM)	Elective Centric	3
	<b><u>Elective Centric Groups**</u></b>	
	<b>Marketing Management:</b> * Sales Distribution and Retail Management * Strategic Marketing Management	
	<b>Financial Management:</b> *Business Tax Management *Security Analysis and Portfolio Management	
	<b>Personnel Management:</b> *Management of Industrial Relation *Organizational Development and Intervention Strategies	
407	Seminar	1
408	Assignment	1
409	Summer Internship and Project Work	4
	<b>Total Valid Credits</b>	<b>24</b>
410	Comprehensive Viva Voce (Virtual Credit)	4
	<b>Total Credits</b>	<b>28</b>

**\*\*Note:** The Students have to choose two groups. They have to study two papers each of those groups in III Semester and corresponding two papers each of same groups in IV Semester.

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