



**AMITY UNIVERSITY**  
— R A J A S T H A N —

**Master of Business Administration**

**Programme Code: MBA (M&S)**

**Duration - 2 Years Full Time**

**Programme Structure**

**2018**



## AMITY BUSINESS SCHOOL (ABS)

*Program Name: Master of Business Administration (Marketing & Sales)*

### FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA101	Organization Behavior	CC	3	0	0	3
MBA102	Accounting for Management	CC	2	1	0	3
MBA103	Managerial Economics	CC	3	0	0	3
MBA104	Marketing Management	CC	3	0	0	3
MBA105	Information Technology for Managers	CC	2	0	2	3
MBA106	Quantitative Techniques in Management	CC	2	1	0	3
MBA107	Legal Aspects of Business	CC	2	0	0	2
MBA108	Principles of Management	CC	2	0	0	2
MBA109	Managerial Competency & Career Development	CC	1	0	2	2
<b>Value Added Courses</b>						
BCS111	Business Communication – I	VA	1	-	-	1
BSS111	Behavioral Science – I	VA	1	-	-	1
	Foreign Language – I	VA	2	-	-	2
FLN111	French					
FLG111	German					
FLS111	Spanish					
FLJ111	Japanese					
FLC111	Chinese					
	<b>TOTAL</b>		<b>Max: 24 Lectures / Week</b>	<b>2</b>	<b>2</b>	<b>28</b>



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### SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA201	Human Resource Management	CC	3	0	0	3
MBA202	Financial Management	CC	2	1	0	3
MBA205	Operations Management	CC	2	1	0	3
MBA210	Economic Analysis	CC	3	0	0	3
MBA281	Business Research Methods	CC	2	1	0	3
MBA282	Entrepreneurship & New Venture	CC	2	0	0	2
MBA283	Business Ethics and Corporate Governance	CC	2	0	0	2
MBA217	Sales Management	DE	2	1	0	3
MBA284	Marketing of Services	DE	2	1	0	3
	<b>Open Elective-I</b>	<b>OE</b>				<b>3</b>
<b>Value Added Courses</b>						
BCS211	Business Communication – II	VA	1	0	0	1
BSS211	Behavioral Science – II	VA	1	0	0	1
	Foreign Language – II					
FLN211	French					
FLG211	German					
FLS211	Spanish					
FLJ211	Japanese					
FLC211	Chinese	VA	2	0	0	2
	<b>TOTAL</b>					<b>32</b>



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### THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA301	Strategic Management	CC	2	1	0	3
MBA303	Business Modeling	CC	2	0	2	3
MBA304	Industry & Company Analysis	CC	2	0	2	2
MBA360	Consumer Behavior	DE	2	1	0	3
MBA361	Product & Brand Management	DE	2	1	0	3
MBA362	Advertising & Sales Promotion	DE	2	1	0	3
MBA374	Marketing Research	DE	2	1	0	3
MBA350	Summer Internship	CC	0	0	18	9
<b>Domain Elective-III: Choose two courses from the following courses.</b>						
<b>Agribusiness Management</b>						
MBA311	Post - Harvest Management	DE	2	1	0	3
MBA312	Agricultural Input Marketing	DE	2	1	0	3
MBA313	Rural Marketing	DE	2	1	0	3
MBA380	Social Banking & Micro Finance	DE	2	1	0	3
MBA381	Agricultural Risk Management	DE	2	1	0	3
MBA382	Food Processing Management	DE	2	1	0	3
<b>Finance and Accounting</b>						
MBA318	Cost and Management Accounting	DE	2	1	0	3
MBA319	Large Scale Investment	DE	2	1	0	3
MBA320	International Finance	DE	2	1	0	3
MBA322	Security Analysis & Portfolio Management	DE	2	1	0	3
MBA379	Fixed Income Investments	DE	2	1	0	3
MBA380	Social Banking & Micro Finance	DE	2	1	0	3
<b>Human Resource</b>						
MBA324	Industrial Relations & Labor Laws	DE	2	1	0	3
MBA325	Performance & Competency Management	DE	2	1	0	3
MBA326	Strategic Human Resource Management	DE	2	1	0	3

MBA329	HR Audit & HR Information Systems	DE	2	1	0	3
MBA377	General Human Psychology	DE	2	1	0	3
MBA378	Compensation & Reward Management	DE	2	1	0	3
<b>International Business</b>						
MBA320	International Finance	DE	2	1	0	3
MBA336	Export Import Documentation & Logistics	DE	2	1	0	3
MBA340	International Economics & Policy	DE	2	1	0	3
MBA371	WTO & International Regulatory Environment	DE	2	1	0	3
MBA372	International Business Strategy	DE	2	1	0	3
MBA373	Growth Prospects of Thrust Areas of Indian Exports	DE	2	1	0	3
<b>Marketing and Sales</b>						
MBA313	Rural Marketing	DE	2	1	0	3
MBA375	Retail & Mall Management	DE	2	1	0	3
MBA376	Digital Marketing	DE	2	1	0	3
	<b>Open Elective-II</b>	<b>OE</b>				<b>3</b>
<b>Value Added Courses</b>						
BSC311	Business Communication – III	VA	1	0	0	1
BSS311	Behavioral Science – III	VA	1	0	0	1
	Foreign Language – III					
FLN311	French					
FLG311	German					
FLS311	Spanish					
FLJ311	Japanese					
FLC311	Chinese	VA	2	0	0	2
	<b>TOTAL</b>					<b>42</b>



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### FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Project (P)/Term Paper (TP) Hours per week	Total Credits
MBA455	Dissertation	CC	0	0	18	9
MBA431	International Marketing	DE	2	1	0	3
MBA463	Customer Relationship Management	DE	2	1	0	3
MBA471	Supply Chain Management	DE	2	1	0	3
<b>Domain Elective-III: Choose any one course from the following courses.</b>						
<b>Agribusiness Management</b>						
MBA405	Agricultural Risk Management	DE	2	1	0	3
MBA406	Food Processing Management	DE	2	1	0	3
MBA408	Marketing Models in Agribusiness	DE	2	1	0	3
<b>Finance and Accounting</b>						
MBA414	Financial Engineering	DE	2	1	0	3
MBA472	Strategic Financial Management	DE	2	1	0	3
MBA473	Behavioral Finance	DE	2	1	0	3
<b>Human Resource</b>						
MBA419	Social & Industrial Psychology	DE	2	1	0	3
MBA420	Organization Structure, Design & HR Planning	DE	2	1	0	3
MBA422	Global Human Resource Management	DE	2	1	0	3
<b>International Business</b>						
MBA430	Global Outsourcing: Issues & Perspective	DE	2	1	0	3
MBA431	International Marketing	DE	2	1	0	3
MBA433	Foreign Trade Policy	DE	2	1	0	3
<b>Value Added Courses</b>						
BCS411	Business Communication – IV	VA	1	0	0	1
BSS411	Behavioral Science – IV	VA	1	0	0	1
	Foreign Language – IV	VA	2	0	0	2
FLN411	French					

FLG411	German					
FLS411	Spanish					
FLJ411	Japanese					
FLC411	Chinese					
						<b>25</b>

**Total Credits (28+32+42+25) = 127**