

SARVEPALL RADHAKRISHNAN UNIVERSITY, BHOPAL
PROPOSED M.B.A. (FULL-TIME) COURSE CURRICULUM : Batch 2017-18

SECOND YEAR
SEMESTER III

OPT ANY TOW SETS OF ELECTIVE, SHOULD BE SAME FOR III AND IV SEMESTER

S.N.	SUBJECT CODE	CATEGORY	SUBJECT NAME
1	CP-301	CORE PAPER	Business Policy & Strategic Analysis
2	CP-302	CORE PAPER	Decision Support System & Management Information System
3	HRM1	ELECTIVE1	Management of Industrial Relations
4	HRM2	ELECTIVE2	Management Training and Development
5	FIN1	ELECTIVE1	Security Analysis and Portfolio Management
6	FIN2	ELECTIVE2	International Financial Management
7	MKT1	ELECTIVE1	Consumer Behaviour
8	MKT2	ELECTIVE2	Advertising Management
9	POM1	ELECTIVE1	Production & Operations Management
10	POM2	ELECTIVE2	Project Management
11	ITM1	ELECTIVE1	System Analysis & Design
12	ITM2	ELECTIVE2	Data Base Management System
13	IBM1	ELECTIVE1	Import Procedures, Documentation and Logistics
14	IBM2	ELECTIVE2	International Economic Organisations & Regional Blocks
15	RTM1	ELECTIVE1	Retail Concepts and Practices.
16	RTM2	ELECTIVE2	Marketing Concepts in Retail Management
17	RUM1	ELECTIVE1	Rural Industrialization
18	RUM2	ELECTIVE2	Rural Marketing
19	EVM1	ELECTIVE1	Principles of Event Management
20	EVM2	ELECTIVE2	Resource Planning & Marketing

Category

DISTRIBUTION OF MARKS

SEM. III-600

EXTERNAL EVALUATION IN EACH PAPER OF 80 MARKS

INTERNAL EVALUATION IN EACH PAPER OF 20 MARKS

Mid Term Test -50%

Seminar-30%

Class Performance – 20%

