

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

Department of Management Sciences
MASTER OF BUSINESS ADMINISTRATION – MBA

Ref. No. TIAS/MBA/2021-22/106

Dated: 01.12.2021

-: Programme Structure:-

Scheme Of Examination & Syllabi Of Master of Business Administration For First and Second Semesters (w.e.f. 2021-2022 Academic Session); Guru Gobind Singh Indraprastha University, Dwarka, New Delhi- 110078 was revised from earlier 2017-18 MBA program scheme;

The MBA Syllabus was revised as per contemporary requirement and aimed at preparing individuals to serve the business needs at various levels of management in different functional area. Keeping in to consideration the feedback of students, alumni, teachers and employers; To update the curriculum more focused and industry ready as per New Education Policy 2020, the curriculum of MBA incorporates the features such as: CBCS, Multi-entry and Multi-exit, Academic Bank of Credits, etc. The current syllabus and scheme has been worked out for 2 years with flexible entry and exit.

The MBA Syllabus (w.e.f. 2021-2022 Academic Session); was duly Approved in the Meeting of Board of Studies of the USMS, GGSIPU held on 12th October 2021 vide Agenda Item No. 2;

The MBA programme is a Two-year course divided into four-semesters. The total number of the credits of the MBA Programme is 108. Each student shall be required to appear for examination in all courses. However, for the award of the degree a student should secure at least 102 credits.

Academic Year (w.e.f. 2021-2022)				
Year	Odd Semester	Credits	Even Semester	Credits
First Year	Semester I	25	Semester II	34
Second Year	Semester III	28	Semester IV	21
		53		55
Total Credits - 108				

The whole syllabus of MBA is divided into following types:-

S.No.	Course Type
a)	Core Paper
b)	Ability Enhancement Papers
c)	Skill Enhancement Papers
d)	Discipline specific Elective Papers
e)	NUES
f)	Projects
g)	MOOC Courses

Summary of Credits

S.No.	Semester	Credits	Core	Skill Enhancement	Ability Enhancement	Discipline Specific Electives	No. of Projects	No. of MOOC
1	I	25	18	4	3			
2	II	28	18	3	7		1	1
3	III	34	12	3	7	12	1	1
4	IV	21	0	0	9	12	1	
		108	48	10	26	24	3	2

**SCHEME OF EXAMINATION
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION**

FIRST SEMESTER

Code No.	Paper	Type of Course	L	T/P	Credits
MS 101	Management Process and Organizational Behavior	Core/Open Elective	3	-	3
MS 103	Quantitative Techniques	Core	3	-	3
MS 105	Managerial Economics	Core	3	-	3
MS 107	Accounting for Management	Core	3	-	3
MS 109	Information Technology Management	Skill Enhancement	3	-	3
MS 111	Marketing Management	Core/Open Elective	3	-	3
MS 113	Communication in Organizations	Ability Enhancement	2	1	3
MS 115	Legal Aspects of Business	Core/Open Elective	3	-	3
MS 117	Information Technology Management Lab	Skill Enhancement	-	2	1
	Total		23	3	25

Industrial Visit:

There will be one Industrial Visit for the students in the 1st Year either in the First Semester or Second Semester. The students will be required to submit a report and present the same to their Industrial Visit In-Charge.

SECOND SEMESTER

Code No.	Paper	Type of Course	L	T/P	Credits
MS 102	Technology and Innovation Management	Core/Open Elective	3	-	3
MS 104	Financial Management	Core	3	-	3
MS 106	Business Research	Core	3	-	3
MS 108	Sustainable Operations Management	Core/Open Elective	3	-	3
MS 110	Management of Information Systems	Core	3	-	3
MS 112	Human Resources Management	Core/Open Elective	3	-	3
MS 114	Minor Project	Ability Enhancement	-	-	4
MS 116	Professional Skill Development (NUES)	Skill Enhancement	2	1	3
MS 118	MOOC/Open Elective*	Ability Enhancement	3	-	3
	Total		23	1	28

Note:

*The student is required to choose one MOOC course of 3 credits at PG level as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution. Alternatively, student can pursue any course at PG level offered in the campus by any USS/College with due intimation to the Program Coordinator/Dean/Director of the School/College.

The Student is required to undergo Summer Training of Six to Eight Weeks after the end-term exam of 2nd Semester and obtain a Certificate of Training from the organization as per the format prescribed.

A Post-Graduate Diploma in Management will be awarded, if a student wishes to exit at the end of first year/second semester upon successful completion.

A Student having qualified in Post Graduate Diploma in Management from GGSIP University can join the MBA programme in 3rd Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalization) of Academic Bank of Credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

THIRD SEMESTER

Code No.	Paper	Type of Course	L	T/P	Credits
MS 201	Summer Training Report	Ability Enhancement	-	-	4
MS 203	Management of International Business	Core	3	-	3
MS 205	Managing E-Business	Core	3	-	3
MS 207	Entrepreneurship Development & Startup	Core/Open Elective	3	-	3
MS 209	Strategic Management	Core	3	-	3
MS 211	Business Analytics	Skill Enhancement	2	-	2
	Specialization I				
	Elective-I	Discipline Specific Electives	3	-	3
	Elective-II	Discipline Specific Electives	3	-	3
	Specialization I				
	Elective-I	Discipline Specific Electives	3	-	3
	Elective-II	Discipline Specific Electives	3	-	3
MS263	MOOC/Open Elective*	Ability Enhancement	3	-	3
MS265	Business Analytics Lab	Skill Enhancement	-	2	1
	Total		29	2	34

*The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution. Alternatively, student can pursue any course at PG level offered in the campus by any USS/College with due intimation to the Program Coordinator/Dean/Director of the School/College.

- The Students may undertake Education cum Industrial Tour to any station within India or Abroad (optional) with the prior permission of Dean/Director.
- For Project Dissertation to be done in 4th Semester, the allocation of Project Guide and selection of Topic will be done at the commencement of the 3rd Semester and notified.
- Student can choose/select atleast two papers of their choice from the two specialization areas i.e. Dual Specialization. For earning a specialization, a student is required to study four papers from each specialization stream. The two papers would be selected in III semester and two papers would be selected in IV semester. This will help a student to earn two specialization streams i.e. Dual Specialization.
- Students must opt distinct courses for each specialization i.e. the same course cannot be studied in two different specializations.

ELECTIVES-I AND II

Electives of Marketing

Code No.	Paper
MS-213	Consumer Behavior
MS-215	Sales and Distribution Management
MS-217	Services Marketing
MS-219	Customer Relationship Management

Electives of Finance

Code No.	Paper
MS-221	International Financial Management
MS-223	Financial Markets and Institutions
MS-225	Investment Analysis & Portfolio Management
MS-227	Financial Econometric

Electives of HR

Code No.	Paper
MS-229	Management of Training, Learning and Development
MS-231	Managing Industrial Relations
MS-233	Talent Management
MS-235	Compensation and Performance Management

Electives of IT

Code No.	Paper
MS-237	Digitalization and E-Governance
MS-239	Artificial Intelligence & Machine Learning
MS-241	Database Management Systems
MS-243	Database Management Systems Lab
MS-245	Enterprise Systems

Electives of International Business

Code No.	Paper
MS-247	International Business Environment and Strategy
MS-249	Export, Import Policies, Procedures, and Documentation
MS-251	International Financial Management
MS-253	International Business Negotiation

Electives of Operations & Analytics

Code No.	Paper
MS-255	Enterprise Systems
MS-257	Operations Strategy
MS-259	Logistics and Supply Chain Management
MS-261	Predictive Analytics & Big Data

FOURTH SEMESTER

Code No.	Paper	Type of Course	L	T/P	Credits
MS 202	Project Dissertation	Ability Enhancement	-	-	6
MS 204	Corporate Social Responsibility, Human Values & Ethics	Ability Enhancement	3	-	3
	Specialization-I				
	Elective-III	Discipline Specific Electives	3	-	3
	Elective-IV	Discipline Specific Electives	3	-	3
	Specialization-II				
	Elective-III	Discipline Specific Electives	3	-	3
	Elective-IV	Discipline Specific Electives	3	-	3
	Total		15	-	21

- Students can choose/select two papers of their choice from the two Specialization areas i.e. Dual Specialization already selected by them in 3rd Semester.
- Students can choose/select two papers of their choice from the two specialization areas i.e. Dual Specialization. For earning a specialization, student is required to study four papers from each specialization stream. The two papers would be selected in III semester and two papers would be selected in IV semester. This will help a student to earn two specialization streams i.e. Dual Specialization.

ELECTIVES-III AND IV**Electives of Marketing**

Code No.	Paper
MS-206	Advertising and Brand Management
MS-208	Digital & social Media Marketing
MS-210	Marketing Analytics
MS-212	Retail Management

Electives of Finance

Code No.	Paper
MS-214	Mergers, Acquisitions and Corporate Restructuring
MS-216	Financial Derivatives
MS-218	Behavioral Finance
MS-220	FinTech

Electives of HR

Code No.	Paper
MS-222	Managing Organizational Development
MS-224	Leadership and Teamwork in Blended Organizations
MS-226	People Analytics
MS-228	Managing Diversity and Inclusion

Electives of IT

Code No.	Paper
MS-230	Advanced Business Analytics & Predictive Modeling
MS-232	Information Security
MS-234	Data Modelling with Python
MS-236	Business Intelligence and Applications

Electives of International Business

Code No.	Paper
MS-238	Global Competitiveness
MS-240	WTO and Intellectual Property Rights
MS-242	International Human Resource & Cross Cultural Management
MS-244	International Marketing

Electives of Operations & Analytics

Code No.	Paper
MS-246	Business Process Management
MS-248	Advanced Business Analytics & Predictive Modelling
MS-250	Project Management
MS-252	Supply Chain Analytics

Note:	Total Credits	- 108
	Minimum Credit Required	- 102

*