



ITM SCHOOL OF BUSINESS
Master of Business Administration (MBA)

Course Curriculum

TRIMESTER STRUCTURE: MBA PROGRAM

Trimester – I

Course Code	Subject Title	Credit	Teaching Hours	Class Test	Presentation	Total Hours
	Compulsory Courses					
101	Managing	3	30	1	4	35
102	Fundamentals of Financial Accounting	3	30	1	4	35
103	Corporate Communication	3	30	1	4	35
104	Economics for Managers	3	30	1	4	35
105	Business Mathematics	3	30	1	4	35
106	Business Environment	3	30	1	4	35
107	Research Methodology-I	3	30	1	4	35
	Workshop on Computer Application	1	04	-		04
	Total Credits	22				

TRIMESTER – II

Course Code	Subject Title	Credit	Teaching Hours	Class Test	Presentation	Total Hours
	Compulsory Courses					
201	Business Legislation	3	30	1	4	35
202	Human Resource Management	3	30	1	4	35
203	Financial Management	3	30	1	4	35
204	Organization Behavior	3	30	1	4	35
205	Delivering Customer Value through Marketing	3	30	1	4	35
206	Macro Economics	3	30	1	4	35
207	Operations Management	3	30	1	4	35
208	Workshop on Business Drafting	1	16			16
209	Workshop on SPSS	1	16	-	-	16
210	Workshop on E-Views	1	16			16
	Total Credits	24				

TRIMESTER – III

Course Code	Subject Title	Credit	Teaching Hours	Class Test	Presentation	Total
Term – III : Compulsory Courses						
301	Strategic Management	3	30	1	4	35
302	Management Science	3	30	1	4	35
Term – III : Specialization I Courses						
303	Elective I	3	30	1	4	35
304	Elective II	3	30	1	4	35
305	Elective III	3	30	1	4	35
Specialization II Courses						
303	Elective I	3	30	1	4	35
304	Elective II	3	30	1	4	35
305	Elective III	3	30	1	4	35
306	Workshop on HRM	1	16	-	-	16
307	Workshop on Marketing Engineering-I	1	16			16
308	Workshop on Finance	1	16			16
		27				

	Total					
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Summer Training

Students will have to undergo industrial training for 30-40 days during month of May-June. Based on the task assigned they will be required to submit a structured report towards the end of fourth trimester.

TRIMESTER – IV

Course Code	Subject Title	Credit	Teaching Hours	Class Test	Presentation	Total
Term – III : Compulsory Courses						
401	SPSS Workshop	3	16	1	4	16
402	Summer Project Viva-Voice	3	16	1	4	16
Term – III : Specialization I Courses						
404	Elective I	3	30	1	4	35
405	Elective II	3	30	1	4	35
406	Elective III	3	30	1	4	35
Specialization II Courses						
404	Elective I	3	30	1	4	35
405	Elective II	3	30	1	4	35
406	Elective III	3	30	1	4	35
407	Workshop on HRM	1	16	-	-	16
408	Workshop on Marketing Engineering-II	1	16			16
409	Workshop on Finance	1	16			16
	Total	27				

TRIMESTER - V

Course Code	Subject Title	Credit	Teaching Hours	Class Test	Presentation	Total
501	Entrepreneurship	3	30	1	4	38
502	Total Quality Management	3	30	1	4	38
503	Workshop	1	10	-	-	10
504	Dissertation	20	-	-	-	
	Total	27				

TRIMESTER – VI

Course code	Title of Subject	Credit	Teaching Hours	Class Test	Presentation	Total
601	Corporate Creativity & Innovation	2	20	1	4	38
602	MIS	2	20	1	4	38
	Total	4				
	Total of all Trimester	131				

You will be required to choose any two of the following specialization courses:

- Finance
- Human Resource
- Marketing
- Information Technology
- Operations
- International Business

Specialization wise list of Electives:

FINANCE

Course No.	Title of Subject	Credit
Fin 01	Financial Services	3
Fin 02	Cost Management	3
Fin 03	Investment Management	3
Fin 04	Strategic Corporate Finance	3
Fin 05	Project Appraisal and Financing	3
Fin 06	International Finance Management	3
Fin 07	Risk Management	3
Fin 08	Management of Banking and Insurance Institutions	3
Fin 09	Business Valuation and Corporate Restructuring	3

MARKETING

Mkt 01	Sales & Distribution Management	3
Mkt 02	Product and Brand Management	3
Mkt 03	Advertising & Sales Promotion	3
Mkt 04	Service Marketing	3
Mkt 05	Consumer Behaviour	3
Mkt 06	International Marketing	3
Mkt 06	Rural Marketing	3
Mkt 07	Marketing Research	3
Mkt 08	B2B Marketing	3
Mkt 09	Customer Relationship Management	3
Mkt 10	Export Management	3

HR

HR 01	Training and Development	3
HR 02	Organisation Structure and Design	3
HR 03	Industrial Relations and Labour Laws	3
HR 04	International HRM	3
HR 05	Organisation Development	3
HR 06	Corporate Compensation Strategies	3
HR 07	Performance Management	3
HR 08	Negotiations	3
HR 09	HR Information Systems	3

OPERATIONS

Course No.	Title of Subject	Credits
OP 01	Supply Chain Management	3
OP 02	BPR	3
OP 03	Technology Management	3
OP 04	Project Management	3

OP 05	Total Quality Management	3
OP 06	Management Information System	3

INFORMATION TECHNOLOGY MANAGEMENT

IT 01	Programming Fundamentals	3
IT 02	Data Base Management System	3
IT 03	Networking and Telecom Management	3
IT 04	Analysis and Design of Information System	3
IT 05	Web Technology	3
IT 06	Software Project Management	3
IT 07	Strategic Information System	3
IT 08	Data Warehousing and Data Mining	3

INTERNATIONAL BUSINESS

IB 01	International Marketing	3
IB 02	Global Sourcing & International Negotiation Strategies	3
IB 03	Merger Acquisition & Financial Evaluation	3
IB 04	WTO & Regional Trade Block & International Policies	3
IB 05	Global Logistics & Supply Chain Management	3
IB 06	International Trade & Intellectual Property Rights	3
IB 07	Import & Export Procedures & Documentation	3

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