

MASTER OF BUSINESS ADMINISTRATION

*UNDER
CHOICE BASED CREDIT SYSTEM (CBCS)*

(2014 - 2015 ONWARDS)

COURSE AFFILIATED TO

***BANGALORE UNIVERSITY
BANGALORE***

COURSE CONTENT

FIRST SEMESTER- COURSE MATRIX

<i>PAPER</i>	<i>SUBJECT</i>
<i>1.1</i>	<i>Economics for Managers</i>
<i>1.2</i>	<i>Organizational Behaviour</i>
<i>1.3</i>	<i>Accounting for Managers</i>
<i>1.4</i>	<i>Statistics for Management</i>
<i>1.5</i>	<i>Marketing for Customer Value</i>
<i>1.6</i>	<i>Business and Industry</i>
<i>1.7</i>	<i>Communication Skills</i>

SECOND SEMESTER- COURSE MATRIX

<i>PAPER</i>	<i>SUBJECT</i>
<i>2.1</i>	<i>Technology for Management</i>
<i>2.2</i>	<i>Management Research Methods</i>
<i>2.3</i>	<i>Entrepreneurship and Ethics</i>
<i>2.4</i>	<i>Human Capital Management</i>
<i>2.5</i>	<i>Financial Management</i>
<i>2.6</i>	<i>Quantitative Techniques and Operations Research</i>
<i>2.7</i>	<i>Innovation Management</i>

THIRD SEMESTER- COURSE MATRIX

<i>PAPER</i>	<i>SUBJECTS</i>
	CORE SUBJECTS
3.1	<i>STRATEGIC MANAGEMENT & CORPORATE</i>
3.2	<i>PROJECTS AND OPERATIONS MANAGEMENT</i>
	ELECTIVE SUBJECTS
3.3	<i>FINANCE</i>
3.4	<i>MARKETING</i>
3.5	<i>HUMAN RESOURCES</i>
3.6	<i>HEALTH CARE MANAGEMENT</i>
3.7	<i>BANKING FINANCE AND INSURANCE</i>
3.8	<i>STARTUPS AND SMEs</i>
	OPEN ELECTIVE
3.9	<i>MANAGEMENT PERSPECTIVES</i>
3.10	<i>PROJECT WORK FOR 4 WEEKS</i>

FOURTH SEMESTER- COURSE MATRIX

PAPER	SUBJECTS
CORE SUBJECTS	
4.1	<i>INTERNATIONAL BUSINESS DYNAMICS</i>
ELECTIVE PAPERS	
4.2	<i>FINANCE</i> 4.2.1 <i>INVESTMENT ANALYSIS AND MANAGEMENT</i> 4.2.2 <i>INTERNATIONAL FINANCIAL MANAGEMENT</i> 4.2.3 <i>RISK MANAGEMENT AND DERIVATIVES</i>
4.3	<i>MARKETING</i> 4.3.1 <i>STRATEGIC BRAND MANAGEMENT</i> 4.3.2 <i>INTERNATIONAL MARKETING STRATEGY</i> 4.3.3 <i>DIGITAL MARKETING</i>
4.4	<i>HUMAN RESOURCES</i> 4.4.1 <i>STRATEGIC HRM</i> 4.4.2 <i>INTERNATIONAL HRM</i> 4.4.3 <i>TALENT AND KNOWLEDGE MANAGEMENT</i>
4.5	<i>HEALTH CARE MANAGEMENT</i> 4.5.1 <i>BASIC MANAGEMENT ASPECTS OF HEALTH CARE</i> 4.5.2 <i>STRATEGIC MANGEMENT IN HEALTH CARE SETTINGS</i> 4.5.3 <i>MANAGEMENT OF HOSPITAL SERVICES</i>
4.6	<i>BANKING FINANCE AND INSURANCE (BFIS)</i> 4.6.1 <i>BANKING TECHNOLOGY AND MANAGEMENT</i> 4.6.2 <i>INTERNATIONAL FINANCIAL MANAGEMENT</i> 4.6.3 <i>RISK MANAGEMENT FOR BANKS AND INSURANCE COMPANIES</i>
4.7	<i>STARTUPS AND SMEs</i> 4.7.1 <i>TECHNOLOGY AND INNOVATION</i> 4.7.2 <i>INTERNATIONALIZATION OF SMEs</i> 4.7.3 <i>MANAGEMENT OF STARTUPS</i>
4.8	<i>DISSERTATION FOR 6 WEEKS IN AN ORGANIZATION</i>