

ಶಂಕ ಅಲೋಷಿಯಸ್ ಕಾಲೇಜು
(ಸ್ವಾಯತ್ತ)
ಮಂಗಳೂರು- 575 003



ST ALOYSIUS COLLEGE
(Autonomous)
P.B.No.720
MANGALURU- 575 003, INDIA
Phone:+91-0824 2449700,2449701
Fax: 0824-2449705
Email: principal_sac@yahoo.com
principal@staloyisius.edu.in
Website: www.staloyisius.edu.in

Re-accredited by NAAC with 'A' Grade - CGPA 3.62
Recognised by UGC as "College with Potential for Excellence"
College with 'STAR STATUS' conferred by DBT, Government of India
3rd Rank in "Swacch Campus" Scheme, by MHRD, Govt of India

No: SAC 40/Syllabus 2019-20

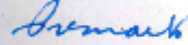
Date: 18-07-2019

NOTIFICATION

Sub: Syllabus of **Master of Business Administration (MBA)** under Choice Based Credit System.

Ref: 1. Decision of the Academic Council meeting held on 02-05-2019 vide Agenda No: 4(2019-20)
2. Office Notification dated 18-07-2019

Pursuant to the above, the Syllabus of **Master of Business Administration (MBA)** under Choice Based Credit System which was approved by the Academic Council at its meeting held on 02-05-2019 is hereby notified for implementation with effect from the academic year 2019-20.


PRINCIPAL




REGISTRAR

To:

1. The Chairman/Dean/HOD,
2. The Registrar
3. Library
4. PG Office

SEMESTER: I

Type	Code	Title	Instructi on Hrs per Week	Durat ion of Exam	Marks			Credits
					IA	End Semeste r Exam	Total	
HARDCORE (4 Out of 6)	PH 301.1	Principles of Accounting	4	3	30	70	100	4
	PH 302.1	Organizational Behaviour	4	3	30	70	100	4
	PH 303.1	Economics for Managers	4	3	30	70	100	4
	PH 304.1	Statistics for Business Decisions	4	3	30	70	100	4
	PH 305.1	Principles of Strategic Management	4	3	30	70	100	4
	PH 306.1	Principles of Marketing	4	3	30	70	100	4
SOFTCORE (2 Out of 5)	PS 307.1	Contemporary Banking	3	3	30	70	100	3
	PS 308.1	Principles of Human Resource Management	3	3	30	70	100	3
	PS 309.1	Management Data Analytics	3	3	30	70	100	3
	PS 310.1	Executive Communication	3	3	30	70	100	3
	PS 311.1	Social Marketing	3	3	30	70	100	3
		Total			180	420	600	22

SEMESTER: II

Type	Code	Title	Instructi on Hrs per Week	Duratio n of Exam	Marks			Credits
					IA	End Sem Exam	Total	
HARDCORE (4 Out of 6)	PH 301.2	Operations Management	4	3	30	70	100	4
	PH 302.2	International Business Environment	4	3	30	70	100	4
	PH 303.2	Business Research Methodology	4	3	30	70	100	4
	PH 304.2	Business Law	4	3	30	70	100	4
	PH 305.2	Cost and Management Accounting	4	3	30	70	100	4
	PH 306.2	Entrepreneurship Management	4	3	30	70	100	4
SOFTCORE (2 Out of 5)	PS 307.2	Corporate Financial Management	3	3	30	70	100	3
	PS 308.2	Leadership in Business Organizations	3	3	30	70	100	3
	PS 309.2	Services Marketing	3	3	30	70	100	3
	PS 310.2	Business Econometrics	3	3	30	70	100	3
	PS 311.2	Systems Thinking for Managers	3	3	30	70	100	3
		Total			180	420	600	22

SEMESTER III									
Type	Code	Title	Instruction Hrs per Week	Duration of Exam	Marks			Credits	
					IA	End Sem Exam	Total		
HARD CORE	PH 301.3	Business Ethics	5	3	30	70	100	5	
	PH 302(a).3/ PH 302(b).3	Supply Chain Management [OR] Creativity & Innovation Management	5	3	30	70	100	5	
SOFTCORE (2 each in 2 areas of specialization)	FINANCE	PS 303(a).3	3	3	30	70	100	6	
		PS 303(b).3							Investment Analysis and Portfolio Management
		PS 303(c).3							Short Term Decision Making in Finance
		PS 303(d).3							International Financial Management
	HR	PS 304(a).3	3	3	30	70	100	6	
		PS 304(b).3							Industrial Relations
		PS 304(c).3							Organisational Change and Development
		PS 304(d).3							Talent Management
	MARKETING	PS 305(a).3	3	3	30	70	100	6	
		PS 305(b).3							Sales and Distribution Management
		PS 305(c).3							Rural Marketing
		PS 305(d).3							Strategic Brand Management
OPERATIONS MANAGEMENT	PS 306(a).3	3	3	30	70	100	6		
	PS 306(b).3							Facility Location and Process Design	
	PS 306(c).3							Inventory and Warehouse Management	
	PS 306(d).3							Materials & Procurement Management	
BUSINESS ANALYTICS	PS 307(a).3	3	3	30	70	100	6		
	PS 307(b).3							Service Operations Management	
	PS 307(c).3							Financial Modeling	
	PS 307(d).3							People Analytics	
		Total			180	420	600	22	

SEMESTER IV									
Type	Code	Title	Instruction Hrs per Week	Duration of Exam	Marks			Credits	
					IA	End Sem Exam	Total		
HARD CORE	PH 301.4	Corporate Governance	5	3	30	70	100	5	
	PH 302(a).4/ PH 302(b).4	Decision Making Models [OR] Knowledge Management	5	3	30	70	100	5	
	Project PH 303.4	Summer Internship Project	4	VIVA	30	70	100	4	
SOFTCORE (2 each in 2 areas of specialization)	FINANCE	PS 304(a).4	3	3	30	70	100	6	
		PS 304(b).4							Taxation for Managers
		PS 304(c).4							Project Financing and Appraisal
		PS 304(d).4							Derivatives & Risk Management
	HR	PS 305(a).4	3	3	30	70	100	6	
		PS 305(b).4							Labour Law
		PS 305(c).4							Staffing and Compensation Management
		PS 305(d).4							International Human Resource Management
	MARKETING	PS 306(a).4	3	3	30	70	100	6	
		PS 306(b).4							New Product Development
		PS 306(c).4							Retail Management and Visual Merchandising
		PS 306(d).4							Digital Marketing
	OPERATIONS MANAGEMENT	PS 307(a).4	3	3	30	70	100	6	
		PS 307(b).4							Purchase Management
		PS 307(c).4							Strategic Operations Management
		PS 307(d).4							Total Quality Management
		PS 307(e).4							Project Financing and Appraisal
	BUSINESS ANALYTICS	PS 308(a).4	3	3	30	70	100	6	
		PS 308(b).4							Human Capital Analytics
		PS 308(c).4							Marketing Analytics
PS 308(d).4		Business Process Analytics							
		Total			210	490	700	26	

