**B.N.M. Institute of Technology**

**An Autonomous Institution under VTU**

**Master of Business Administration**

**Summary of Semester wise Credits**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Semester I** | **Semester II** | **Semester III** | **Semester IV** | **Total** |
| **26 Credits**  **(6 courses \*4 credits& 1 course \* 2credits)** | **26 Credits**  **(6 courses\*4 credits& 1 course \* 2credits)** | **24 Credits**  **(6 courses \*3 credits) 18+ Internship 6 credits** | **24Credits**  **(4 courses \*3 credits) 12+ Project Work 12 credits** | **100 Credits** |

**Specializations offered:**

* **BANKING AND FINANCE**
* **BUSINESS ANALYTICS**
* **DIGITAL STRATEGY AND APPLIED MARKETING**
* **HUMAN CAPITAL MANAGEMENT**

**SEMESTER–I**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBA11 | Management and Organisational Behaviour | 3 | 2 | 0 | 0 | 5 | 4 | 50 | 50 | 100 | PCC |
| 2 | 21MBA12 | Managerial Economics | 3 | 2 | 0 | 0 | 5 | 4 | 50 | 50 | 100 | PCC |
| 3 | 21MBA13 | Accounting for Managers | 2 | 2 | 1 | 1 | 6 | 4 | 50 | 50 | 100 | PCL |
| 4 | 21MBA14 | Business Statistics | 3 | 2 | 0 | 0 | 5 | 4 | 50 | 50 | 100 | PCC |
| 5 | 21MBA15 | Marketing Management | 3 | 0 | 2 | 0 | 5 | 4 | 50 | 50 | 100 | PCI |
| 6 | 21MBA16 | Business Communication | 2 | 0 | 2 | 2 | 6 | 4 | 50 | 50 | 100 | PCL |
| 7 | 21MBA17 | Application of MS Office | 1 | 0 | 1 | 1 | 3 | 2 | 100 | - | 100 | PBL |
|  |  | **Total** | **17** | **7** | **6** | **4** | **35** | **26** | **400** | **300** | **700** |  |

**SEMESTER-II**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBA21 | Human Resource Management | 3 | 2 | 0 | 0 | 5 | 4 | 50 | 50 | 100 | PCC |
| 2 | 21MBA22 | Financial Management | 3 | 0 | 2 | 0 | 5 | 4 | 50 | 50 | 100 | PCI |
| 3 | 21MBA23 | Business Research  Methods | 3 | 0 | 1 | 1 | 5 | 4 | 50 | 50 | 100 | PCL |
| 4 | 21MBA24 | Operations Research | 3 | 2 | 0 | 0 | 5 | 4 | 50 | 50 | 100 | PCC |
| 5 | 21MBA25 | Strategic Management | 3 | 0 | 2 | 0 | 5 | 4 | 50 | 50 | 100 | PCI |
| 6 | 21MBA26 | Entrepreneurship and Society | 3 | 0 | 2 | 0 | 5 | 4 | 50 | 50 | 100 | PCI |
| 7 | 21MBA27 | Project of Social Concern | 0 | 0 | 0 | 4 | 4 | 2 | 100 | - | 100 | PLP |
|  |  | **Total** | **18** | **4** | **7** | **5** | **34** | **26** | **400** | **300** | **700** |  |

# SEMESTER-III

**BANKING AND FINANCE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBAFM31 | Management of Banks | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 2 | 21MBAFM32 | Investment Management | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCL |
| 3 | 21MBAFM33 | Bankingand Financial Technology | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 4 | 21MBAFM34 | Banking and Financial Services | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 5 | 21MBAFM35 | Direct Taxation | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCI |
| 6 | 21MBAFM36 | Insurance Management  (NSE Academy Certification Course) | 3 | -- | -- | 0 | 3 | 3 | 50 | 50 | 100 | PCC |
| 7 | 21MBAOS37 | Organisation Study | -- | -- | -- | -- | -- | 6 | 100 | -- | 100 | PLP |
|  |  | **Total** | **13** | **0** | **8** | **2** | **23** | **24** | **400** | **300** | **700** |  |

**SEMESTER- IV**

**BANKING AND FINANCE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBAFM41 | Financial Derivatives | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 2 | 21MBAFM42 | Data Analytics in Finance | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 3 | 21MBAFM43 | Indirect Taxation | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 4 | 21MBAFM44 | Wealth Management  (NSE Academy Certification Course) | 3 | -- | -- | 0 | 3 | 3 | 50 | 50 | 100 | PCC |
| 5 | 21MBAPR45 | Project Work | -- | -- | -- | 4 | 4 | 12 | 200 | -- | 200 | PLP |
|  |  | **Total** | **9** | **--** | **5** | **5** | **19** | **24** | **400** | **200** | **600** |  |

# SEMESTER-III

**BUSINESS ANALYTICS**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBABA31 | Operations and Project Management | 2 | 1 | 1 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 2 | 21MBABA32 | Principles of Business Analytics | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 3 | 21MBABA33 | Artificial Intelligence for Managers | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 4 | 21MBABA34 | Applied Business Intelligence | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 5 | 21MBABA35 | Data visualization for Managers | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 6 | 21MBABA36 | Business Analysis & Problem Solving  (UpGrad Campus) | 2 | -- | 2 | -- | 4 | 3 | 50 | 50 | 100 | PCL |
| 7 | 21MBAOS37 | Organisation Study | -- | -- | -- | -- | -- | 6 | 100 | -- | 100 | PLP |
|  |  | **Total** | **12** | **1** | **9** | **2** | **24** | **24** | **400** | **300** | **700** |  |

**SEMESTER- IV**

**BUSINESS ANALYTICS**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBABA41 | Human Resource Analytics and Data Visualisation | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 2 | 21MBABA42 | Data Analytics in Finance | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 3 | 21MBABA43 | Marketing Analytics | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 4 | 21MBABA44 | Predictive Analytics  (UpGrad Campus) | 3 | -- | -- | -- | 3 | 3 | 50 | 50 | 100 | PCC |
| 5 | 21MBAPR45 | Project Work | -- | -- | -- | 4 | 4 | 12 | 200 | -- | 200 | PLP |
|  |  | **Total** | **9** | **--** | **3** | **7** | **19** | **24** | **400** | **200** | **600** |  |

**SEMESTER- III**

**DIGITAL STRATEGY AND APPLIED MARKETING**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBAMM31 | Consumer Behavior | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 2 | 21MBAMM32 | Services Marketing | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 3 | 21MBAMM33 | Sales and Distribution Management | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 4 | 21MBAMM34 | E-Commerce and Logistics | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 5 | 21MBAMM35 | Search Marketing | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 6 | 21MBAMM36 | Digital Marketing Tools and Channels  (UpGrad Campus) | 2 | -- | 2 | -- | 4 | 3 | 50 | 50 | 100 | PCI |
| 7 | 21MBAOS37 | Organisation Study | -- | -- | -- | -- | -- | 6 | 100 | -- | 100 | PLP |
|  |  | **Total** | **12** | **--** | **10** | **2** | **24** | **24** | **400** | **300** | **700** |  |

**SEMESTER- IV**

**DIGITAL STRATEGY AND APPLIED MARKETING**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBAMM41 | Advertising and Brand Management | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 2 | 21MBAMM42 | Social Media and Content Marketing | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 3 | 21MBAMM43 | Marketing Analytics | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 4 | 21MBAMM44 | Advanced Digital Marketing Strategies  (UpGrad Campus) | 3 | -- | -- | -- | 3 | 3 | 50 | 50 | 100 | PCC |
| 5 | 21MBAPR45 | Project Work | -- | -- | -- | 4 | 4 | 12 | 200 | -- | 200 | PLP |
|  |  | **Total** | **9** | **--** | **4** | **6** | **19** | **24** | **400** | **200** | **600** |  |

**SEMESTER-III**

# HUMAN CAPITAL MANAGEMENT

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBAHR31 | Talent Acquisition | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCI |
| 2 | 21MBAHR32 | International Human Resource Management | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 3 | 21MBAHR33 | Compensation and Strategic Reward Management | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 4 | 21MBAHR34 | Industrial Relations and Labour Legislations | 2 | 0 | 0 | 2 | 4 | 3 | 50 | 50 | 100 | PCL |
| 5 | 21MBAHR35 | Conflict Management and Negotiation | 2 | 0 | 2 | 0 | 4 | 3 | 50 | 50 | 100 | PCI |
| 6 | 21MBAHR36 | Sustainable Human Resource Practices  (CHRMP Foundation Certification Course) | 3 | -- | -- | -- | 3 | 3 | 50 | 50 | 100 | PCC |
| 7 | 21MBAOS37 | Organisation Study | -- | -- | -- | -- | -- | 6 | 100 | -- | 100 | PLP |
|  |  | **Total** | **13** | **--** | **7** | **3** | **23** | **24** | **400** | **300** | **700** |  |

**SEMESTER-IV**

**HUMAN CAPITAL MANAGEMENT**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Course Code** | **Course Title** | **Teaching Hours/ Week** | | | | | **Credits** | **Assessment** | | **Total Marks** | **Type of Course** |
| **Theory Lecture(L)** | **Tutorial(T)** | **Practical(P)** | **Project(J)** | **Hours/ week** | **CIA** | **SEA** |
| 1 | 21MBAHR41 | Human Resource Analytics and Data Visualization | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 2 | 21MBAHR42 | Strategic HR Planning | 2 | 0 | 0 | 2 | 4 | 3 | 50 | 50 | 100 | PCI |
| 3 | 21MBAHR43 | Performance Management Systems and Assessment Centers | 2 | 0 | 1 | 1 | 4 | 3 | 50 | 50 | 100 | PCL |
| 4 | 21MBAHR44 | Advanced HR Practices  (CHRMP HR Generalist Certification Course) | 3 | -- | -- | -- | 3 | 3 | 50 | 50 | 100 | PCC |
| 5 | 21MBAPR45 | Project Work | -- | -- | -- | 4 | 4 | 12 | 200 | -- | 200 | PLP |
|  |  | **Total** | **9** | **--** | **2** | **8** | **19** | **24** | **400** | **200** | **600** |  |