

B.N.M. Institute of Technology

An Autonomous Institution under VTU

Master of Business Administration

Summary of Semester wise Credits (2022 Scheme)

Semester	Credits
I	<ul style="list-style-type: none">• 5 courses of 4 credits• 1 course of 3 credits,• 1 course of 2 credit• 1 course of 1 credit 26 Credits
II	<ul style="list-style-type: none">• 5 courses of 4 credits• 1 course of 3 credits,• 1 course of 2 credit• 1 course of 1 credit 26 Credits
III	<ul style="list-style-type: none">• 6 courses of 3 credits• 2 courses of 2 credits• Organization Study of 4 credits 26 Credits
IV	<ul style="list-style-type: none">• 4 courses of 3 credits• Project Work of 10 credits 22 Credits

Specializations offered:

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

SEMESTER-I

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1	PCC	22MBA11	Management and Organisational Behavior	4	0	0	0	4	4	50	50	100
2	PCC	22MBA12	Managerial Economics	4	0	0	0	4	4	50	50	100
3	PCL	22MBA13	Accounting for Managers	2	2	1	1	6	4	50	50	100
4	PCC	22MBA14	Business Statistics	3	2	0	0	5	4	50	50	100
5	PCI	22MBA15	Marketing Management	3	1	1	0	5	4	50	50	100
6	PCC	22MBA16	Business Communication	3	0	0	0	3	3	50	50	100
7	PBL	22MBA17	Application of MS Office	1	0	1	1	3	2	100	-	100
8	AEC	22MBA18	Leadership Skills	0	0	2	0	2	1	100	-	100
			Total	20	5	5	2	32	26	500	300	800

PCC- Professional Core Course
PCL – Professional Comprehensive Learning
PCI-Professional Core Integrated
PBL - Project Based Learning
AEC- Ability Enhancement Course

SEMESTER-II

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1	PCC	22MBA21	Human Resource Management	4	0	0	0	4	4	50	50	100
2	PCI	22MBA22	Financial Management	3	0	2	0	5	4	50	50	100
3	PCL	22MBA23	Business Research Methods	3	0	1	1	5	4	50	50	100
4	PCC	22MBA24	Operations Research	4	0	0	0	4	4	50	50	100
5	PCI	22MBA25	Strategic Management	3	0	2	0	5	4	50	50	100
6	PBL	22MBA26	Advanced MS Excel	2	0	2	0	4	3	100	-	100
7	PBL	22MBA27	Project of Social Concern	0	0	0	4	4	2	100	-	100
8	AEC	22MBA28	Advanced Leadership Skills	0	0	2	0	2	1	100	-	100
			Total	19	0	9	5	33	26	550	250	800
PCC- Professional Core Course PCL – Professional Comprehensive Learning PCI-Professional Core Integrated PLP- Professional Learning with Project PBL - Project Based Learning AEC- Ability Enhancement Course												

SEMESTER-III

BANKING AND FINANCE

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1.	PCC	22MBA31	Economic Environment of Business	1	2	0	0	3	2	50	50	100
2.	PBL	22MBA32	Introduction to Tableau & Power BI	0	0	2	2	4	2	50	50	100
3.	PEC	22MBAF33	Management of Banks	2	0	1	1	4	3	50	50	100
4.	PEC	22MBAF34	Investment Management	2	0	2	0	4	3	50	50	100
5.	PEC	22MBAF35	Banking and Financial Services	2	2	0	0	4	3	50	50	100
6.	PEC	22MBAF36	Insurance Management (NSE Academy Certification Course)	2	2	0	0	4	3	50	50	100
7.	PEC	22MBAF37	Indirect Taxation	2	2	0	0	4	3	50	50	100
8.	PEC	22MBAF38	Mergers, Acquisition & Corporate Restructuring	2	2	0	0	4	3	50	50	100
9.	PBL	22MBAO39	Organisation Study	0	0	4	4	8	4	50	50	100
				13	10	9	7	39	26	450	450	900

PCC- Professional Core Course
PEC- Professional Elective Course
PBL - Project Based Learning

SEMESTER-IV

BANKING AND FINANCE

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1	PEC	22MBAF41	Data Analytics in Finance	2	0	2	0	4	3	50	50	100
2	PEC	22MBAF42	Direct Taxation	2	0	1	1	4	3	50	50	100
3	PEC	22MBAF43	Financial Derivatives	2	2	0	0	4	3	50	50	100
4	PEC	22MBAF44	Wealth Management (NSE Academy Certification Course)	3	0	0	0	3	3	50	50	100
5	PBL	22MBAP45	Project Work	0	0	4	4	4	10	50	50	100
			Total	9	2	7	5	23	22	250	250	500
PEC- Professional Elective Course PBL - Project Based Learning												

SEMESTER-III
BUSINESS ANALYTICS

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1.	PCC	22MBA31	Economic Environment of Business	1	2	0	0	3	2	50	50	100
2.	PBL	22MBA32	Introduction to Tableau & Power BI	0	0	2	2	4	2	50	50	100
3.	PEC	22MBAB33	Operations and Project Management	2	2	0	0	4	3	50	50	100
4.	PEC	22MBAB34	Principles of Business Analytics	2	2	0	0	4	3	50	50	100
5.	PEC	22MBAB35	Data visualization for Managers	2	0	2	0	4	3	50	50	100
6.	PEC	22MBAB36	Artificial Intelligence for Managers	2	2	0	0	4	3	50	50	100
7.	PEC	22MBAB37	Data Privacy and Data Security	2	2	0	0	4	3	50	50	100
8.	PEC	22MBAB38	Business Intelligence (Business Toys)	2	0	2	0	4	3	50	50	100
9.	PBL	22MBAO39	Organisation Study	0	0	4	4	8	4	50	50	100
				13	10	10	6	39	26	450	450	900

PCC- Professional Core Course
PEC- Professional Elective Course
PBL - Project Based Learning

SEMESTER-IV
BUSINESS ANALYTICS

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1	PEC	22MBAB41	Tech Tools for Analytics Managers	1	0	2	2	5	3	50	50	100
2	PEC	22MBAB42	Predictive Analytics (MOOCs by Upgrad)	2	0	1	1	4	3	50	50	100
3	PEC	22MBAB43	Digital Transformation and Block chain	2	2	0	0	4	3	50	50	100
4	PEC	22MBAB44	Exploratory Data Analysis with R	2	0	2	0	4	3	50	50	100
5	PBL	22MBAP45	Project Work	0	0	4	4	8	10	50	50	100
			Total	7	2	9	7	25	22	250	250	500
PEC- Professional Elective Course PBL - Project Based Learning												

SEMESTER-III

DIGITAL STRATEGY AND APPLIED MARKETING

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1.	PCC	22MBA31	Economic Environment of Business	1	2	0	0	3	2	50	50	100
2.	PBL	22MBA32	Introduction to Tableau & Power BI	0	0	2	2	4	2	50	50	100
3.	PEC	22MBAM33	Consumer Behavior	2	0	2	0	4	3	50	50	100
4.	PEC	22MBAM34	Sales and Retail Management	2	0	1	1	4	3	50	50	100
5.	PEC	22MBAM35	E-commerce & Social Media Marketing	2	0	2	0	4	3	50	50	100
6.	PEC	22MBAM36	Advanced Digital Marketing Strategies	2	0	2	0	4	3	50	50	100
7.	PEC	22MBAM37	Logistics and Distribution Management	2	0	1	1	4	3	50	50	100
8.	PEC	22MBAM38	Content and Search Marketing	2	0	1	1	4	3	50	50	100
9.	PBL	22MBAO39	Organisation Study	0	0	4	4	8	4	50	50	100
				13	2	15	9	39	26	450	450	900
PCC- Professional Core Course PEC- Professional Elective Course PBL - Project Based Learning												

SEMESTER-IV

DIGITAL STRATEGY AND APPLIED MARKETING

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1	PEC	22MBAM41	Services Marketing	2	0	2	0	4	3	50	50	100
2	PEC	22MBAM42	Advertising & Brand Management	2	0	1	1	4	3	50	50	100
3	PEC	22MBAM43	Marketing Analytics	2	0	2	0	4	3	50	50	100
4	PEC	22MBAM44	Digital Marketing Tools and Channels	3	0	0	0	3	3	50	50	100
5	PBL	22MBAP45	Project Work	0	0	4	4	8	10	50	50	100
			Total	9	0	9	5	23	22	250	250	500
PEC- Professional Elective Course												
PBL - Project Based Learning												

SEMESTER-III
HUMAN CAPITAL MANAGEMENT

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1.	PCC	22MBA31	Economic Environment of Business	1	2	0	0	3	2	50	50	100
2.	PBL	22MBA32	Introduction to Tableau & Power BI	0	0	2	2	4	2	50	50	100
3.	PEC	22MBAH33	Performance Management Systems and Assessment Centers	2	0	2	0	4	3	50	50	100
4.	PEC	22MBAH34	Compensation and Strategic Reward Management	2	0	2	0	4	3	50	50	100
5.	PEC	22MBAH35	Industrial Relations and Labour Legislations	2	0	0	2	4	3	50	50	100
6.	PEC	22MBAH36	CHRMF HR Foundation certification course	3	0	0	0	3	3	50	50	100
7.	PEC	22MBAH37	Talent Acquisition	2	0	0	2	4	3	50	50	100
8.	PEC	22MBAH38	Conflict Management and Negotiation	2	0	2	0	4	3	50	50	100
9.	PBL	22MBAO39	Organisation Study	0	0	4	4	8	4	50	50	100
				14	2	12	10	38	26	450	450	900

PCC- Professional Core Course
PEC- Professional Elective Course
PBL - Project Based Learning

SEMESTER-IV

HUMAN CAPITAL MANAGEMENT

Sl. No	Type of Course	Course Code	Course Title	Teaching Hours/ Week					Credits	Assessment		Total Marks
				Lecture (L)	Tutorial (T)	Practical (P)	Project (J)	Hours/ week		CIA	SEA	
1	PEC	22MBAH41	Human Resource Analytics and Data Visualization	2	0	2	0	4	3	50	50	100
2	PEC	22MBAH42	Strategic HR practices and Agile Workforce Management	2	0	0	2	4	3	50	50	100
3	PEC	22MBAH43	International Human Resource Management	2	0	2	0	4	3	50	50	100
4	PEC	22MBAH44	CHRMF HR Generalist certification course	3	0	0	0	3	3	50	50	100
5	PBL	22MBAP45	Project Work	0	0	4	4	8	10	50	50	100
			Total	9	0	8	6	23	22	250	250	500
PEC- Professional Elective Course PBL - Project Based Learning												