

**Adamas University**  
**School of Business**  
**Department of Management**  
**MBA**

**THE PROGRAMME STRUCTURE**

The Master of Business Administration Programme is divided into two parts as under. Each part will consist of semesters to be known as Semester – 1 and Semester – II. In the second year it is known as Semester III and Semester IV.

|                |                    | <b>Semester</b>     | <b>Credit Distribution</b> |
|----------------|--------------------|---------------------|----------------------------|
| <b>Part I</b>  | <b>First Year</b>  | <b>Semester – 1</b> | <b>22</b>                  |
|                |                    | <b>Semester -2</b>  | <b>22</b>                  |
| <b>Part II</b> | <b>Second Year</b> | <b>Semester – 3</b> | <b>22</b>                  |
|                |                    | <b>Semester – 4</b> | <b>20</b>                  |
|                |                    | <b>Total</b>        | <b>86</b>                  |

| <b>FIRST SEMESTER</b> |                                          |                 |                |               |            |            |                    |
|-----------------------|------------------------------------------|-----------------|----------------|---------------|------------|------------|--------------------|
| <b>Course Code</b>    | <b>Subject</b>                           | <b>Category</b> | <b>L-T-P-C</b> | <b>Credit</b> | <b>IA</b>  | <b>TEE</b> | <b>Total Marks</b> |
| OBH21201              | Organizational Behaviour                 | <b>Major</b>    | 3-0-0-3        | 3             | 50         | 50         | 100                |
| MGT21006              | Management Concepts, Scope and Functions | <b>Major</b>    | 3-0-0-3        | 3             | 50         | 50         | 100                |
| ECO21206              | Managerial Economics                     | <b>Minor</b>    | 3-0-0-3        | 3             | 50         | 50         | 100                |
| FAC21205              | Financial Accounting for Managers        | <b>Major</b>    | 2-1-0-3        | 3             | 50         | 50         | 100                |
| MKT21201              | Marketing Management                     | <b>Major</b>    | 3-0-0-3        | 3             | 50         | 50         | 100                |
| MTH21517              | Quantitative Techniques for Management   | <b>Minor</b>    | 2-1-0-3        | 3             | 50         | 50         | 100                |
| BAN22215              | Introduction to Data Analytics           | <b>SEC</b>      | 2-0-0-2        | 2             | 50         | 50         | 100                |
| MGT21007              | Foundations for E-Commerce               | <b>SEC</b>      | 2-0-0-2        | 2             | 50         | 50         | 100                |
|                       |                                          |                 |                | <b>22</b>     | <b>400</b> | <b>400</b> | <b>800</b>         |

| <b>SECOND SEMESTER</b> |                                     |                 |                |               |           |            |                    |
|------------------------|-------------------------------------|-----------------|----------------|---------------|-----------|------------|--------------------|
| <b>Subject Code</b>    | <b>Subject</b>                      | <b>Category</b> | <b>L-T-P-C</b> | <b>Credit</b> | <b>IA</b> | <b>TEE</b> | <b>Total Marks</b> |
| OLS21218               | Operations and Logistics Management | <b>Major</b>    | 3-0-0-3        | 3             | 50        | 50         | 100                |
| OBH21202               | Human Resource Management           | <b>Major</b>    | 3-0-0-3        | 3             | 50        | 50         | 100                |

|          |                               |              |         |           |            |            |            |
|----------|-------------------------------|--------------|---------|-----------|------------|------------|------------|
| FAC21210 | Financial Management          | <b>Major</b> | 3-0-0-3 | 3         | 50         | 50         | 100        |
| MKT21208 | Advanced Marketing Management | <b>Major</b> | 3-0-0-3 | 3         | 50         | 50         | 100        |
| MGT21008 | Business Communication        | <b>Minor</b> | 2-1-0-3 | 3         | 50         | 50         | 100        |
| MGT21037 | Legal Environment of Business | <b>Minor</b> | 3-0-0-3 | 3         | 50         | 50         | 100        |
| BAN22221 | IT Skills for Managers        | <b>SEC</b>   | 2-0-0-2 | 2         | 50         | 50         | 100        |
| EIC21201 | Entrepreneurship Development  | <b>SEC</b>   | 2-0-0-2 | 2         | 50         | 50         | 100        |
|          |                               |              |         | <b>22</b> | <b>400</b> | <b>400</b> | <b>800</b> |

| THIRD SEMESTER |                                                    |                 |          |           |            |            |             |
|----------------|----------------------------------------------------|-----------------|----------|-----------|------------|------------|-------------|
| Course Code    | Subject                                            | Category        | L-T-P-C  | Credit    | IA         | TEE        | Total Marks |
| MGT21205       | Strategic Management                               | <b>Major</b>    | 2-0-0-2  | 2         | 50         | 50         | 100         |
| MGT21202       | Research Methodology                               | <b>Major</b>    | 2-0-0-2  | 2         | 50         | 50         | 100         |
| MKT21235       | Consumer Behaviour and Industrial Buying Behaviour | <b>Optional</b> | 3-0-0-3  | 3         | 50         | 50         | 100         |
| MKT21205       | Digital and Social Media Marketing                 | <b>Optional</b> | 3-0-0-3  | 3         | 50         | 50         | 100         |
| OBH21211       | Industrial Relations and Labour Laws               | <b>Optional</b> | 3-0-0-3  | 3         | 50         | 50         | 100         |
| OBH21210       | Talent Acquisition & Development                   | <b>Optional</b> | 3-0-0-3  | 3         | 50         | 50         | 100         |
| FAC21244       | Security Analysis and Portfolio Management         | <b>Optional</b> | 3-0-0-3  | 3         | 50         | 50         | 100         |
| FAC21249       | Financial Risk Management                          | <b>Optional</b> | 3-0-0-3  | 3         | 50         | 50         | 100         |
| MGT24207       | Summer Internship                                  | <b>SEC</b>      | 0-0-12-6 | 6         |            | 100        | 100         |
|                |                                                    |                 |          | <b>22</b> | <b>300</b> | <b>400</b> | <b>700</b>  |

| FOURTH SEMESTER |                                              |                    |          |           |            |            |             |
|-----------------|----------------------------------------------|--------------------|----------|-----------|------------|------------|-------------|
| Course Code     | Subject                                      | Category           | L-T-P-C  | Credit    | IA         | TEE        | Total Marks |
| <b>MKT21210</b> | Retail Management                            | <b>Optional</b>    | 3-0-0-3  | 3         | 50         | 50         | 100         |
| MKT21206        | Services Marketing                           | <b>Optional</b>    | 3-0-0-3  | 3         | 50         | 50         | 100         |
| OBH21206        | Performance & Compensation Management        | <b>Optional</b>    | 3-0-0-3  | 3         | 50         | 50         | 100         |
| OBH21213        | Strategic HRM                                | <b>Optional</b>    | 3-0-0-3  | 3         | 50         | 50         | 100         |
| FAC21247        | Financial Services                           | <b>Optional</b>    | 3-0-0-3  | 3         | 50         | 50         | 100         |
| FAC21250        | Introduction to Fintech                      | <b>Optional</b>    | 3-0-0-3  | 3         | 50         | 50         | 100         |
| BAN22216        | Advanced Statistical Modelling and Analytics | <b>SEC</b>         | 0-0-4-2  | 2         | 50         | 50         | 100         |
| MGT24209        | Research work, Dissertation & Thesis         | <b>Pw/RD-Major</b> | 0-0-12-6 | 6         |            | 100        | 100         |
|                 |                                              |                    |          | <b>20</b> | <b>250</b> | <b>350</b> | <b>600</b>  |