



Maharaja Education Trust (R), Mysuru

MAHARAJA INSTITUTE OF TECHNOLOGY MYSORE

An Autonomous Institute Affiliated to Visvesvaraya Technological University, Belagavi

Belawadi, Srirangapatna Taluk, Mandya – 571 477

Approved by AICTE, New Delhi | Recognized by Govt. of Karnataka



Ref. No.: MITM/MBA/Scheme/2023-24/001

Date: 11/05/2024

Scheme of Teaching and Examination for Master of Business Administration (Autonomous Scheme - 2023)

Master of Business Administration (Effective from the Academic Year 2023-24)

I - Semester

S/L	Course Area	Course Code	Course Title	TD/PSB	Teaching Hours/Week			Examination			Credits	
					Theory/Lecture	Tutorial	Practical & SDA	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PC	M23MBA101	Principles of Management and Organizational Behaviour	MBA	03	--	02	03	50	50	100	4
2	PC	M23MBA102	Entrepreneurship Development	MBA	03	--	02	03	50	50	100	4
3	PC	M23MBA103	Accounting for Managers	MBA	03	--	02	03	50	50	100	4
4	PC	M23MBA104	Statistics for Managers	MBA	03	--	02	03	50	50	100	4
5	PC	M23MBA105	Marketing Management	MBA	03	---	02	03	50	50	100	4
6	PC	M23MBA106	Business Communication	MBA	03	--	02	03	50	50	100	4
7	PC	M23MBA107	Personality Development and Soft Skills I	MBA	01	--	00	01	50	50	100	1
Total					19	--	12	19	350	350	700	25

PC: Professional Core Course, **L:** Lecture, **P:** Practical: **SDA:** Skill Development Activity, **CIE:** Continuous Internal Evaluation, **SEE:** Semester End Evaluation.

Professional Core Course (PC): Refers to Professional Core Course Theory, its Teaching– Learning hours (L : P&SDA) can be considered as (3 : 1) or (4 : 0). The theory part of the IPC shall be evaluated both by CIE and SEE.

Skill Development Activities: Under skill development activities in a concerning course, the students should

1. Interact with industry (small, medium, and large).
2. Involve in research/testing/projects to understand their problems and help creative and innovative methods to solve the problem.
3. The teaching pedagogy involves case study, experiential learning, presentations, interactive lectures, role plays, business games, blended learning, simulations games/hands – on experience, ICT tools, flipped class, field experiments, business quiz/exercises, group discussions, team activities etc.
4. Accustomed to the use of standards/codes etc., to narrow the gap between academia and industry through societal projects without any credits.
5. Handle management tools & techniques to enhance management skills.
6. Work on different software/s (tools) to simulate, analyze and authenticate the output to interpret and decision making.

All activities should enhance student’s abilities to employment and/or self-employment opportunities, management skills, statistical analysis, fiscal expertise, etc.

Students and the course instructor/s to involve either individually or in groups to interact together to enhance the learning and application skills of the study they have undertaken. The students with the help of the course teacher can take up relevant managerial activities which will enhance their professional skill. The prepared report shall be evaluated for CIE marks.

Note:

1. Each course has a theory component of 3hrs (3credits) and a Practical component of 2hrs (1credit). The time-table allotment for each course should be 4hrs (3+1). For the



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practical component it is mandatory to maintain a record.

2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.

3. One industrial visit per Semester is mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.

4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard / Sage / ICFAI Case Centre. The student cannot assume the same cases will be part of the question paper.

5. Societal Project (One Week) is mandatory for all the students and to be carried out after the first semester during vacation and the report should be submitted by the students and should be assessed internally during the second semester and is a non-credit but mandatory course (Audit Course).



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II - Semester

S/L	Course Area	Course Code	Course Title	TD/PSB	Teaching Hours/Week			Examination				Credits
					Theory/Lecture	Tutorial	Practical & SDA	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PC	M23MBA201	Human Resource Management	MBA	03	--	02	03	50	50	100	4
2	PC	M23MBA202	Financial Management	MBA	03	--	02	03	50	50	100	4
3	PC	M23MBA203	Research Methodology and IPR	MBA	03	--	02	03	50	50	100	4
4	PC	M23MBA204	Operations Research	MBA	03	--	02	03	50	50	100	4
5	PC	M23MBA205	Strategic Management	MBA	03	--	02	03	50	50	100	4
6	PC	M23MBA206	Managerial Economics	MBA	03	--	02	03	50	50	100	4
7	PC	M23MBA207	Personality Development and Soft Skills II	MBA	01	--	--	01	50	50	100	1
8	SE	M23MBA208	Societal Project	MBA	Audit Course without any Credits							
					19	--	12	19	350	350	700	25

PC: Professional Core Course, **L:** Lecture, **P:** Practical, **SDA:** Skill Development Activity, **CIE:** Continuous Internal Evaluation, **SEE:** Semester End Evaluation, **SE:** Skill Enhancement Course

Professional Core Course (PC): Refers to Professional Core Course Theory, its Teaching– Learning hours (L : P&SDA) can be considered as (3 : 1) or (4 : 0). The theory part of the IPC shall be evaluated both by CIE and SEE.

Skill Development Activities:

- Under skill development activities in a concerning course, the students should interact with industry (small, medium, and large).
- Involve in research/testing/projects to understand their problems and help creative and innovative methods to solve the problem.
- The teaching pedagogy involves case study, experiential learning, presentations, interactive lectures, role plays, business games, blended learning, simulations games/hands – on experience, ICT tools, flipped class, field experiments, business quiz/exercises, group discussions, team activities etc.
- Accustomed to the use of standards/codes etc., to narrow the gap between academia and industry through societal projects without any credits.
- Handle management tools & techniques to enhance management skills.
- Work on different software/s (tools) to simulate, analyze and authenticate the output to interpret and decision making.

All activities should enhance student’s abilities to employment and/or self-employment opportunities, management skills, statistical analysis, fiscal expertise, etc.

Students and the course instructor/s to involve either individually or in groups to interact together to enhance the learning and application skills of the study they have undertaken. The students with the help of the course teacher can take up relevant managerial activities which will enhance their professional skill. The prepared report shall



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be evaluated for CIE marks.

Note:

1. Each course has a theory component of 3hrs (3credits) and a Practical component of 2hrs (1credit). The time-table allotment for each course should be 4hrs (3+1). For the practical component it is mandatory to maintain a record.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
3. One industrial visit per Semester is mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.
4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Sage/ICFAI Case Centre. The student cannot assume the same cases will be part of the question paper.
5. Internship (Four Weeks) to be carried out by the students after second semester during vacation and the report should be submitted by the students and should be assessed internally during the third semester.



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III - Semester

S/L	Course Area	Course Code & Course Title			TD/ PSB	Teaching Hours/Week			Examination			Credits	
		Marketing	Finance	HR		Theory/ Lecture	Tutorial	Practical & SDA	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PC	M23MBA301 Logistic and Supply Chain Management	M23MBA301 Logistic and Supply Chain Management	M23MBA301 Logistic and Supply Chain Management	MBA	02	--	02	03	50	50	100	3
2	PC	M23MBA302 Management Information Systems	M23MBA302 Management Information Systems	M23MBA302 Management Information Systems	MBA	02	--	02	03	50	50	100	3
3	PE	M23MBAMM303 Consumer Behaviour	M23MBAFM303 Strategic Cost Management	M23MBAHR303 Recruitment and Selection	MBA	03	--	02	03	50	50	100	4
4	PE	M23MBAMM304 Services Marketing	M23MBAFM304 Security Analysis and Portfolio Management	M23MBAHR304 Industrial Relations and Legislations	MBA	03	--	02	03	50	50	100	4
5	PE	M23MBAMM305 Sales and Retail Management	M23MBAFM305 Advanced Financial Management	M23MBAHR305 Organizational Change and Development	MBA	03	--	02	03	50	50	100	4
6	PE	M23MBAMM306 Agri and Rural Marketing	M23MBAFM306 Banking and Services Operations	M23MBAHR306 Compensation and Reward Management	MBA	03	--	02	03	50	50	100	4
7	PC	M23MBAIN307 Internship	M23MBAIN307 Internship	M23MBAIN307 Internship	MBA	--	--	06	--	50	50	100	3
Total						16	--	18	18	350	350	700	25

PC: Professional Core Course, L: Lecture, P: Practical, SDA: Skill Development Activity, CIE: Continuous Internal Evaluation, SEE: Semester End Evaluation, IN: Internship

Marketing Professional Elective Courses		Finance Professional Elective Courses		Human Professional Elective Courses	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
M23MBAMM303	Consumer Behaviour	M23MBAFM303	Strategic Cost Management	M23MBAHR303	Recruitment and Selection
M23MBAMM304	Services Marketing	M23MBAFM304	Security Analysis and Portfolio Management	M23MBAHR304	Industrial Relations and Legislations
M23MBAMM305	Sales and Retail Management	M23MBAFM305	Advanced Financial Management	M23MBAHR305	Organizational Change and Development
M23MBAMM306	Agri and Rural Marketing	M23MBAFM306	Banking and Services Operations	M23MBAHR306	Compensation and Reward Management



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Professional Core Course (PC): Refers to Professional Core Course Theory, its Teaching– Learning hours (L : P&SDA) can be considered as (3 : 1) or (4 : 0). The theory part of the IPC shall be evaluated both by CIE and SEE.

Ability Enhancement Courses:

- a) These courses are prescribed to help students to enhance their skills in in fields connected to the field of specialization as well allied fields that leads to employable skills. Involving in learning such courses is impetus to lifelong learning.
- b) The courses under this category are online courses published in advance and approved by the concerned Board of Studies.
- c) Registration to Audit /Ability Enhancement Course shall be done in consultation with the mentor and is compulsory during the concerned semester.
- d) In case a candidate fails to appear for the proctored examination or fails to pass the selected online course, he/she can register and appear for the same course if offered during the next session or register for a new course offered during that session, in consultation with the mentor.
- e) The Audit Ability Enhancement Course carries no credit and is not counted for vertical progression. However, a pass in such a course is mandatory for the award of the degree.

Skill Development Activities:

1. Under skill development activities in a concerning course, the students should interact with industry (small, medium, and large).
2. Involve in research/testing/projects to understand their problems and help creative and innovative methods to solve the problem.
3. The teaching pedagogy involves case study, experiential learning, presentations, interactive lectures, role plays, business games, blended learning, simulations games/ hands – on experience, ICT tools, flipped class, field experiments, business quiz/exercises, group discussions, team activities etc.
4. Accustomed to the use of standards/codes etc., to narrow the gap between academia and industry through societal projects without any credits.
5. Handle management tools & techniques to enhance management skills.
6. Work on different software/s (tools) to simulate, analyze and authenticate the output to interpret and decision making.

All activities should enhance student's abilities to employment and/or self-employment opportunities, management skills, statistical analysis, fiscal expertise, etc.

Students and the course instructor/s to involve either individually or in groups to interact together to enhance the learning and application skills of the study they have undertaken. The students with the help of the course teacher can take up relevant managerial activities which will enhance their professional skill. The prepared report shall be evaluated for CIE marks.

Note:

1. Each course has a theory component of 3hrs (3credits) and a Practical component of 2hrs (1credit). The time-table allotment for each course should be 4hrs (3+1). For the practical component it is mandatory to maintain a record.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
3. One industrial visit per Semester is mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.
4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Sage/ICFAI Case Centre. The student cannot assume the same cases will be part of the question paper.
5. Project work (Six Weeks) to be carried out by the students after third semester during vacation and the report should be submitted by the students during fourth semester.



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IV - Semester

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		Marketing	Finance	HR		Theory/Lecture	Tutorial	Practical & SDA	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PC	M23MBA401 International Business	M23MBA401 International Business	M23MBA401 International Business	MBA	02	--	02	03	50	50	100	3
2	PC	M23MBA402 Innovation and Design Thinking	M23MBA402 Innovation and Design Thinking	M23MBA402 Innovation and Design Thinking	MBA	02	--	02	03	50	50	100	3
3	PE	M23MBAMM403 Digital Marketing	M23MBAFM403 Global Financial Management	M23MBAHR403 Strategic Talent Management	MBA	02	--	02	03	50	50	100	3
4	PE	M23MBAMM404 Integrated Marketing Communication	M23MBAFM404 Mergers Acquisitions and Corporate Restructuring	M23MBAHR404 International Human Resource Management	MBA	02	--	02	03	50	50	100	3
5	PE	M23MBAMM405 Strategic Brand Management	M23MBAFM405 Risk Management and Insurance	M23MBAHR405 Personal Growth and Interpersonal Effectiveness	MBA	02	--	02	03	50	50	100	3
6	PE	M23MBAMM406 Business Marketing	M23MBAFM406 Indirect Taxation	M23MBAHR406 Conflict and Negotiation Management	MBA	02	--	02	03	50	50	100	3
7	PC	M23MBAPW407 Project Work	M23MBAPW407 Project Work	M23MBAPW407 Project Work	MBA	--	--	14	--	50	50	100	7
Total						12	--	26	18	350	350	700	25

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Marketing Specialization		Financial Specialization		Human Resource Specialization	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
M23MBAMM403	Digital Marketing	M23MBAFM403	Global Financial Management	M23MBAHR403	Strategic Talent Management
M23MBAMM404	Integrated Marketing Communication	M23MBAFM404	Mergers Acquisitions and Corporate Restructuring	M23MBAHR404	International Human Resource Management
M23MBAMM405	Strategic Brand Management	M23MBAFM405	Risk Management and Insurance	M23MBAHR405	Personal Growth and Interpersonal Effectiveness
M23MBAMM406	Business Marketing	M23MBAFM406	Indirect Taxation	M23MBAHR406	Conflict and Negotiation Management



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Note:

1. Each course has a theory component of 2hrs (2credits) and a Practical component of 2hrs (1credit). The time-table allotment for each course should be 4hrs (3+1). For the practical component it is mandatory to maintain a record.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
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