



**Girijananda Chowdhury University, Assam**

**School of Management and Commerce**

## **Course Structure**

**Master of Business Administration (MBA) Programme**

*Effective from Academic Session 2023-2024*

**Department of Business Administration**

**Programme : Master of Business Administration**

**Total Credit : 100**

<b>First Semester</b>				
<b>Code</b>	<b>Course</b>	<b>Category of Course</b>	<b>L-T-P</b>	<b>Total Credit</b>
	Principles of Management	Core	3-0-0	3
	Organisational Behaviour	Core	3-0-0	3
	Managerial Economics	Core	3-0-0	3
	Quantitative Techniques in Management	Core	3-0-0	3
	Business Law	Core	3-0-0	3
	Financial Accounting	Core	3-0-0	3
	Communication Skills for Managers	Core	2-0-0	2
	Indian Ethos & Business Ethics	Core	2-0-0	2
	Computer Application in Business	Core	3-0-0	3
<b>TOTAL</b>				<b>25</b>

<b>Second Semester</b>				
<b>Code</b>	<b>Course</b>	<b>Category of Course</b>	<b>L-T-P</b>	<b>Total Credit</b>
	Research Tools & Techniques	Core	3-0-0	3
	Financial Management	Core	3-0-0	3
	Human Resource Management	Core	3-0-0	3
	Marketing Management	Core	3-0-0	3
	Production & Operations Management	Core	3-0-0	3
	Elective - I	Elective	3-0-0	3
	MS Office in Business	Core	1-0-2	2
	Emotional Health and Well being	Core	2-0-0	2
	Technology & Innovation Management	Core	3-0-0	3
<b>TOTAL</b>				<b>25</b>

Third Semester				
Code	Course	Category of Course	L-T-P	Total Credit
	Business Policy and Strategic Management	Core	3-0-0	3
	Specialization – A1	Elective	2-0-0	2
	Specialization – A2	Elective	3-0-0	3
	Specialization – A3	Elective	3-0-0	3
	Specialization – B1	Elective	2-0-0	2
	Specialization – B2	Elective	3-0-0	3
	Specialization – B3	Elective	3-0-0	3
	Elective - II	Elective	3-0-0	3
	Summer Internship Project	Core	0-0-6	3
<b>TOTAL</b>				<b>25</b>

Fourth Semester				
Code	Course	Category of Course	L-T-P	Total Credit
	Corporate Environment	Core	3-0-0	3
	Entrepreneurship Development	Core	3-0-0	3
	Specialization – A4	Elective	2-0-0	2
	Specialization – A5	Elective	3-0-0	3
	Specialization – A6	Elective	3-0-0	3
	Specialization – B4	Elective	2-0-0	2
	Specialization – B5	Elective	3-0-0	3
	Specialization – B6	Elective	3-0-0	3
	Elective - III	Elective	3-0-0	3
<b>TOTAL</b>				<b>25</b>

### List of Specialisation Courses

Third Semester				
Code	Course	Category of Course	L-T-P	Total Credit
<b>Finance</b>				
	Behavioural Finance	Elective	2-0-0	2
	Tax Planning & Management	Elective	3-0-0	3
	Investment Analysis & Portfolio Management	Elective	3-0-0	3
<b>Human Resource</b>				
	Managerial & Behavioural Effectiveness	Elective	2-0-0	2
	Industrial Relations & Labour Legislation	Elective	3-0-0	3
	Organisational Change & Development	Elective	3-0-0	3
<b>Marketing</b>				
	Brand Management & Advertising	Elective	2-0-0	2
	Logistics & Supply Chain Management	Elective	3-0-0	3
	Consumer Behavioural Analysis	Elective	3-0-0	3

Fourth Semester				
Code	Course	Category of Course	L-T-P	Total Credit
<b>Finance</b>				
	Management of Financial Services	Elective	2-0-0	2
	Advanced Corporate Accounting	Elective	3-0-0	3
	Financial Engineering & Derivatives Management	Elective	3-0-0	3
<b>Human Resource</b>				
	Strategic Human Resource Management	Elective	2-0-0	2
	Performance Analysis, Training & Development	Elective	3-0-0	3
	Negotiation and Counselling	Elective	3-0-0	3
<b>Marketing</b>				
	Sales & CRM	Elective	2-0-0	2
	Marketing of Services	Elective	3-0-0	3
	Rural Marketing	Elective	3-0-0	3

<b>Basket of Electives</b>				
<b>Code</b>	<b>Course</b>	<b>Category of Course</b>	<b>L-T-P</b>	<b>Total Credit</b>
	Cost & Management Accounting	Elective	3-0-0	3
	Operations Research for Industry	Elective	3-0-0	3
	International Business	Elective	3-0-0	3
	Foreign Language	Elective	3-0-0	3
	Quality Control & Management	Elective	3-0-0	3
	Project Management	Elective	3-0-0	3
	Management of Social and Non-profit sectors	Elective	3-0-0	3
	Luxury Brand Management	Elective	3-0-0	3
	Design Thinking	Elective	3-0-0	3
	Computer Language	Elective	3-0-0	3
	Retail Management	Elective	3-0-0	3