



# CHHATTISGARH SWAMI VIVEKANANDA TECHNICAL UNIVERSITY

## MBA SEMESTER I

Sl. No.	Board of Studies	Subject Code	Subject	Periods Per Week			Scheme of Examination			Total Marks	Credits
				L	T	P	ESE	CT	TA		
1	Mgmt.	576111(76)	Management Concepts & Processes (New)	3	1	0	80	10	10	100	4
2	Mgmt.	576112(76)	Quantitative Techniques in Management (New)	3	1	0	80	10	10	100	4
3	Mgmt.	576113(76)	Behavioral Science (New)	3	1	0	80	10	10	100	4
4	Mgmt.	576114(76)	Managerial Economics (New)	3	1	0	80	10	10	100	4
5	Mgmt.	576115(76)	Managerial Communication (New)	3	0	1	80	10	10	100	4
6	Mgmt.	576116(76)	Accounting for Managers (New)	3	1	0	80	10	10	100	4
7	Mgmt.	576117(76)	Business Law (New)	3	0	0	80	10	10	100	3
8	Mgmt.	576118(76)	Business Ethics and CSR (New)	3	1	0	80	10	10	100	4
9	Mgmt.	576121(76)	CAM Lab & Viva	0	0	3	60	0	20	80	2
10	Mgmt.	576122(76)	Business Case Analysis Lab & Viva	1	0	3	60	0	20	80	3
11	Mgmt.	576123(76)	General Communication Lab	0	0	2	0	0	40	40	1
			<b>Total</b>	25	7	8	760	80	160	<b>1000</b>	<b>37</b>

L – Lecture, T- Tutorial; ESE – End Semester Examination, CT – Class, Test, TA – Teacher's Assessment



# CHHATTISGARH SWAMI VIVEKANANDA TECHNICAL UNIVERSITY

## MBA SEMESTER II

Sl. No.	Board of Studies	Subject Code	Subject	Periods Per Week			Scheme of Examination			Total Marks	Credits
				L	T	P	ESE	CT	TA		
1	Mgmt.	576211(76)	Management Information System & DSS (New)	3	1	0	80	10	10	100	4
2	Mgmt.	576212(76)	Research Methodology (New)	3	1	0	80	10	10	100	4
3	Mgmt.	576213(76)	Marketing Management (New)	3	1	0	80	10	10	100	4
4	Mgmt.	576214(76)	Advanced Financial Management (New)	3	1	0	80	10	10	100	4
5	Mgmt.	576215(76)	Human Resource Management (New)	3	1	0	80	10	10	100	4
6	Mgmt.	576216(76)	Production & Operation Management (New)	3	1	0	80	10	10	100	4
7	Mgmt.	576217(76)	Materials Management (New)	3	0	0	80	10	10	100	3
8	Mgmt.	576218(76)	Entrepreneurship Development (New)	3	1	0	80	10	10	100	4
9	Mgmt.	576221(76)	Research Report & Viva	0	0	3	60	0	20	80	2
10	Mgmt.	576222(76)	Research Analysis Lab	1	0	3	60	0	20	80	3
11	Mgmt.	576223(76)	Human Consciousness Based Value Development	0	0	2	0	0	40	40	1
<b>Total</b>				25	7	8	760	80	160	<b>1000</b>	<b>37</b>

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# CHHATTISGARH SWAMI VIVEKANANDA TECHNICAL UNIVERSITY

## MBA SEMESTER III

Sl. No.	Board of Studies	Subject Code	Subject	Periods Per Week			Scheme of Examination			Total Marks	Credits
				L	T	P	ESE	CT	TA		
1	Mgmt.	576311(76)	Optimization Methods (New)	3	2	0	80	10	10	100	4
2	Mgmt.	576312(76)	Organizational Development (New)	3	1	0	80	10	10	100	4
3	Mgmt.	576313(76)	Innovation & Technology Management (New)	3	1	0	80	10	10	100	4
4	Mgmt.	576314(76)	Consumer Behavior (New)	3	1	0	80	10	10	100	4
5	Mgmt.	Codes are given in the list of electives	Elective I (Major Sp I; Group I)	3	1	0	80	10	10	100	4
6	Mgmt.		Elective II (Major Sp I; Group II)	3	1	0	80	10	10	100	4
7	Mgmt.		Elective III (Major Sp II; Group I)	3	1	0	80	10	10	100	4
8	Mgmt.		Elective IV (Major Sp II; Group II)	3	1	0	80	10	10	100	4
9	Mgmt.	576321(76)	Negotiation Skill and Techniques Lab	0	0	3	60	0	40	100	2
10	Mgmt.	576322(76)	Summer Training Report and Viva	0	0	2	60	0	40	100	1
11	Mgmt.		Library	0	0	2	0	0	0	0	0
			<b>Total</b>	24	9	7	760	80	160	<b>1000</b>	<b>35</b>

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*The list of specializations and electives offered in third semester is given in the subsequent page. For each specialization, electives are offered in two groups, namely Group I and Group II. A candidate has to select one elective each from Group I and Group II. The institutes must send its choice of Electives within one month of the start of the semester.*

# SPECIALIZATION AND ELECTIVES I TO IV FOR THIRD SEM

Marketing Management		
GROUP I	576331(76)	Marketing Research (New)
	576332(76)	Distribution and Inventory Management (New)
	576333(76)	Advertising and Sales Promotion (New)
GROUP II	576334(76)	Services Marketing (New)
	576335(76)	Sales Management (New)
	576336(76)	Customer Relationship Management (New)

Finance Management		
GROUP I	576341(76)	Security Analysis and Portfolio Management (New)
	576342(76)	Corporate Risk Management (New)
	576343(76)	Working of Stock Exchanges (New)
GROUP II	576344(76)	Corporate Finance and Valuation (New)
	576345(76)	Taxation and Tax Planning (New)
	576346(76)	Futures and Options (New)

Human Resource Management		
GROUP I	576351(76)	Human Resources Planning and Development (New)
	576352(76)	Cross Cultural and Global Management (New)
	576353(76)	Executive Compensation (New)
GROUP II	576354(76)	Compensation Management (New)
	576355(76)	Performance Management (New)
	576356(76)	Management of Training and Development (New)

Systems Management		
GROUP I	576361(76)	Computer Networking (New)
	576362(76)	Internet Business Models and Business Strategies (New)
	576363(76)	RDBMS & SQL Concepts (New)
GROUP II	576364(76)	Mobile Commerce and Security (New)
	576365(76)	Knowledge Management and Innovation (New)
	576366(76)	Software Engineering & Project Management (New)

Production and Operations Management		
GROUP I	576371(76)	Production Planning and Control (New)
	576372(76)	Manufacturing and Enterprise Resources Planning (New)
	576373(76)	Productivity Improvement Techniques (New)
GROUP II	576374(76)	Lean and Agile Systems (New)
	576375(76)	Quality Control, Quality Assurance and Reliability (New)
	576376(76)	Logistics and Services (New)



# CHHATTISGARH SWAMI VIVEKANANDA TECHNICAL UNIVERSITY

## MBA SEMESTER IV

Sl. No.	Board of Studies	Subject Code	Subject	Periods Per Week			Scheme of Examination			Total Marks	Credits
				L	T	P	ESE	CT	TA		
1	Mgmt.	576411(76)	Corporate Strategy (New)	3	1	0	80	10	10	100	4
2	Mgmt.	576412(76)	Econometrics and Decision Science (New)	3	2	0	80	10	10	100	4
3	Mgmt.	Codes are given in the list of electives	Elective V (Major Sp I; Group I)	3	1	0	80	10	10	100	4
4	Mgmt.		Elective VI (Major Sp I; Group II)	3	1	0	80	10	10	100	4
5	Mgmt.		Elective VII (Major Sp II; Group I)	3	1	0	80	10	10	100	4
6	Mgmt.		Elective VIII (Major Sp II; Group II)	3	1	0	80	10	10	100	4
7	Mgmt.		Applied Elective Theory (New)	3	1	0	80	10	10	100	4
8	Mgmt.		Applied Elective Lab	0	0	3	60	0	40	100	2
9	Mgmt.	576422(76)	Major Project Report and Viva Voce	0	1	5	140	0	60	200	3
			<b>Total</b>	21	9	8	760	70	170	<b>1000</b>	<b>33</b>

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*The list of specializations and electives offered in fourth semester is given in the subsequent page. For each specialization, electives are offered in two groups, namely Group I and Group II. A candidate has to select one elective each from Group I and Group II. Specializations as selected in Semester III will continue in Semester IV also. The institutes must send its choice of Electives within one month of the start of the semester.*

# SPECIALIZATION AND ELECTIVES V TO VIII FOR FOURTH SEM

Marketing Management		
GROUP I	576431(76)	Product and Brand Management (New)
	576432(76)	Rural and Agro Marketing (New)
	576433(76)	International Business Marketing (New)
GROUP II	576434(76)	Internet and Social Media Marketing (New)
	576435(76)	Retail Management (New)
	576436(76)	Corporate Communications (New)

Finance Management		
GROUP I	576441(76)	Management of Working Capital (New)
	576442(76)	International Financial Management (New)
	576443(76)	Business Analysis and Valuation (New)
GROUP II	576444(76)	Project Planning and Analysis (New)
	576445(76)	Banking and Insurance (New)
	576446(76)	Operations Research for Finance and Risk Analysis (New)

Human Resource Management		
GROUP I	576451(76)	Industrial Relations (New)
	576452(76)	Negotiation and Counseling (New)
	576453(76)	Strategic Human Resource Management (New)
GROUP II	576454(76)	Industrial and Organizational Psychology (New)
	576455(76)	Emerging Issues in HR Management (New)
	576456(76)	Interpersonal Processes and Counseling Skills for Managers (New)

Systems Management		
GROUP I	576461(76)	Business Process Re-engineering and ERP (New)
	576462(76)	IT Enabled Services Management (New)
	576463(76)	Internet Security and Cyber Laws (New)
GROUP II	576464(76)	Data Warehousing and Data Mining (New)
	576465(76)	Internet Marketing (New)
	576466(76)	Wireless Technologies and Convergence (New)

Production and Operations Management		
GROUP I	576471(76)	Supply Chain Management (New)
	576472(76)	Project Planning, Evaluation & Management (New)
	576473(76)	Six Sigma (New)
GROUP II	576474(76)	Push and Pull Based Manufacturing Systems (New)
	576475(76)	Quality Management Systems (New)
	576476(76)	Manufacturing Strategy (New)

## APPLIED ELECTIVES FOR FOURTH SEMESTER

### Theory

Applied Electives	
576481(76)	Hospital Management (New)
576482(76)	Travel and Tourism (New)
576483(76)	Transport and Logistics (New)
576484(76)	Insurance (New)
576485(76)	Banking (New)
576486(76)	Management of SME & Family Business (New)
576487(76)	Media Management (New)
576488(76)	Event Management (New)
576489(76)	Advanced Corporate Communications (New)
576480(76)	Sports Management (New)

- A student can select any one of the above electives.
- For each applied elective a student must take two papers, namely *Applied Elective Theory* and *Applied Elective Lab*.
- An institute may offer to run the above electives through its own faculty or through faculty from outside.
- At least a feasible number must register for a course to be offered by the institute. The feasible number is at the discretion of the institute.
- The institutes must send its choice of Applied Electives within one month of the start of the semester.

## APPLIED ELECTIVES FOR FOURTH SEMESTER

### Practical

Applied Electives	
576491(76)	Hospital Management
576492(76)	Travel and Tourism
576493(76)	Transport and Logistics
576494(76)	Insurance
576495(76)	Banking
576496(76)	Management of SME & Family Business
576497(76)	Media Management
576498(76)	Events Management
576499(76)	Advanced Corporate Communications
576490(76)	Sports Management