

HIMGIRI ZEE UNIVERSITY, DEHRADUN



MBA Course Structure

**HIMGIRI ZEE UNIVERSITY
DEHRADUN**

MBA I Semester

| Subject Code | SUBJECTS | Numbers of Hours/Week | | | Marks | | | Credits |
|--------------|---------------------------------------|-----------------------|----------|----------|------------|------------|------------|------------|
| | | L | T | P | E | I | T | |
| MBA 101 | Principles and Practice of Management | 3 | | - | 70 | 30 | 100 | 3 |
| MBA 102 | Financial and Management Accounting | 3 | | - | 70 | 30 | 100 | 3 |
| MBA 103 | Quantitative Analysis | 3 | | - | 70 | 30 | 100 | 3 |
| MBA 104 | Business Environment | 3 | | - | 70 | 30 | 100 | 3 |
| MBA 105 | Managerial Economics | 3 | | - | 70 | 30 | 100 | 3 |
| MBA 106 | Business Communication | 3 | | - | 70 | 30 | 100 | 3 |
| MBA 107 | Management Information System | 2 | - | 2 | 70 | 30 | 100 | 3 |
| MBA 108 | Seminar and Viva Voce | - | - | - | 50 | 50 | 100 | 2+2 |
| Total | | 20 | - | 2 | 540 | 260 | 800 | 25 |

MBA II Semester

| Subject Code | SUBJECTS | Numbers of Hours/Week | | | Marks | | | Credits |
|--------------|--|-----------------------|----------|----------|------------|------------|------------|------------|
| | | L | T | P | E | I | T | |
| MBA 201 | Financial Management | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 202 | Research Methodology | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 203 | Organizational Behaviour | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 204 | Human Resource Management | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 205 | Marketing Management | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 206 | Operations and Supply Chain Management | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 207 | Business Laws | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 208 | Seminar and Viva Voce | - | - | - | 50 | 50 | 100 | 2+2 |
| Total | | 21 | - | - | 540 | 260 | 800 | 25 |

MBA III Semester

| Subject Code | SUBJECTS | Numbers of Hours/Week | | | Marks | | | Credits |
|--------------|---|-----------------------|----------|----------|------------|------------|------------|------------|
| | | L | T | P | E | I | T | |
| MBA 301 | Strategic Management | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 302 | International Business | 3 | - | - | 70 | 30 | 100 | 3 |
| Major | Elective – I | 3 | - | - | 70 | 30 | 100 | 3 |
| Major | Elective – II | 3 | - | - | 70 | 30 | 100 | 3 |
| Major | Elective – III | 3 | - | - | 70 | 30 | 100 | 3 |
| Minor | Elective – I | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 308 | Seminar on Summer Training and Summer Training Report | - | 2 | - | 50 | 50 | 100 | 2+2 |
| MBA 309 | Viva Voce | - | - | - | 100 | - | 100 | 3 |
| Total | | 18 | 6 | - | 570 | 230 | 800 | 25 |

Note: Select any **3 (Three)** Subjects from **Major specialization** and any **1 (One)** subject from **Minor Specialization**.

Electives: MBA III Semester

| S.N. | Subjects | Subject Code |
|----------------------------------|--|---------------|
| Marketing Management | | |
| 1. | Consumer Behaviour | MBA 303 (M-1) |
| | Marketing Research | MBA 303 (M-2) |
| | Marketing of Services | MBA 303 (M-3) |
| | Customer Relationship Management | MBA 303 (M-4) |
| | Retail Management | MBA 303 (M-5) |
| Finance | | |
| 2. | Security Analysis & Portfolio Management | MBA 304 (F-1) |
| | Working Capital Management | MBA 304 (F-2) |
| | Financial Derivatives | MBA 304 (F-3) |
| | Financial Institutions and Markets | MBA 304 (F-4) |
| | Banking and Indian Financial Systems | MBA 304 (F-5) |
| Human Resource Management | | |
| 3. | Industrial Relations | MBA 305 (H-1) |
| | Social Security and Labour Welfare | MBA 305 (H-2) |
| | Counseling Skills for Managers | MBA 305 (H-3) |
| | Training and Development | MBA 305 (H-4) |
| | Industrial Psychology | MBA 305 (H-5) |
| Retail Management | | |
| 4. | Fundamentals of Retailing | MBA 306 (R-1) |
| | Retail Environment | MBA 306 (R-2) |
| | Retail Supply Chain Management | MBA 306 (R-3) |
| | Retail Planning | MBA 306 (R-4) |
| | Retail Sales Technique & Promotions | MBA 306 (R-5) |
| Operations Management | | |
| 5. | Supply Chain and Logistics Management | MBA 307 (O-1) |
| | Inventory Management | MBA 307 (O-2) |
| | Purchasing and Material Management | MBA 307 (O-3) |
| | Total Quality Management | MBA 307 (O-4) |
| | Productivity Management | MBA 307 (O-5) |
| | | |

MBA IV Semester

| Subject Code | SUBJECTS | Numbers of Hours/Week | | | Marks | | | Credits |
|--------------|--|-----------------------|----------|----------|------------|------------|------------|-----------|
| | | L | T | P | E | I | T | |
| MBA 401 | Entrepreneurship and Small Business | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 402 | Human Values, Ethics and Corporate Social Responsibility | 3 | - | - | 70 | 30 | 100 | 3 |
| Major | Elective – I | 3 | - | - | 70 | 30 | 100 | 3 |
| Major | Elective – II | 3 | - | - | 70 | 30 | 100 | 3 |
| Minor | Elective – I | 3 | - | - | 70 | 30 | 100 | 3 |
| MBA 408 | Dissertation | - | 5 | - | 200 | - | 200 | 5 |
| MBA 409 | Comprehensive Viva-voce | - | - | - | 100 | - | 100 | 2 |
| Total | | 18 | 7 | - | 650 | 150 | 800 | 22 |

Note: Select any **2 (Two)** Subjects from **Major specialization** and any **1 (One)** subject from **Minor Specialization**.

Elective: MBA IV Semester

| S.N. | SUBJECTS | Subject Code |
|-------------|---|---------------------|
| 1. | Marketing Management | |
| | Advertising and Brand Management | MBA 403 (M-1) |
| | Sales and Distribution Management | MBA 403 (M-2) |
| | Rural Marketing | MBA 403 (M-3) |
| 2. | Finance | |
| | Strategic Cost Management | MBA 404 (F-1) |
| | Corporate Tax Management | MBA 404 (F-2) |
| | International Financial Management | MBA 404 (F-3) |
| 3. | Human Resource Management | |
| | Human Resource Planning and Development | MBA 405 (H-1) |
| | Organizational Change and Intervention Strategies | MBA 405 (H-2) |
| | Performance and Compensation Management | MBA 405 (H-3) |
| 4. | Retail Management | |
| | Retail Operations Management | MBA 406 (R-1) |
| | Retail Store Operations and Management | MBA 406 (R-2) |
| | Retail Technology & CRM | MBA 406 (R-3) |
| 5. | Operations Management | |
| | Project Management | MBA 407 (O-1) |
| | Services Operations Management | MBA 407 (O-2) |
| | Management of Technology and Innovation | MBA 407 (O-3) |