

## Master of Business Administration

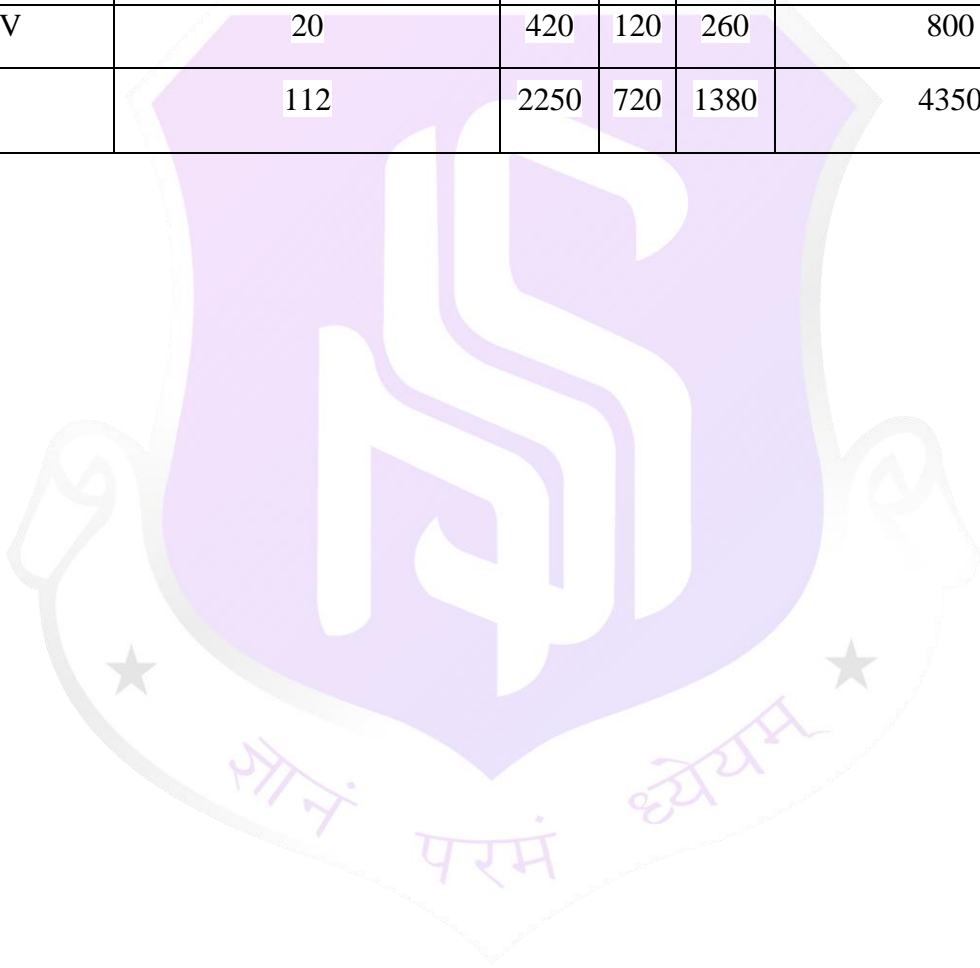
### Program Structure 2022-24

<b>OBJECTIVE</b>	<p>Narayana Business School MBA+ PGPCE program provides a well-rounded learning experience, teaching management theories and its practical application with an emphasis on broadening career horizons.</p> <p>NBS Ahmedabad's Master of Business Administration degree is a two-year program affiliated to Gujarat Technological University (GTU).</p> <p>Adding PGPCE to MBA upskills &amp; updates the regular MBA program to meet the ever-changing demands of the industry. This combination (MBA+PGPCE) program makes MBA at NBS Ahmedabad more advanced than most other globally recognized MBA programs.</p>											
<b>DURATION (In Months)</b>	24 (Full Time)											
<b>INTAKE</b>	180											
<b>ELIGIBILITY</b>	<p>The candidate must hold the bachelor's degree or equivalent examinations in any discipline with at least 50% marks or equivalent CGPA (45% in case of candidates belonging to reserved categories). The candidate must have appeared for <b>NBSAT</b>, a national level aptitude test for admission into Narayana Business School, which assesses the candidates' Mathematical Aptitude, General Knowledge, Verbal Ability &amp; Abstract Reasoning.</p>											
<b>SELECTION PROCEDURE</b>	<p>Students will be evaluated on the following parameters</p> <table border="1" data-bbox="434 1326 1388 1585"> <tr> <td>NBSAT Score (out of 100, scale down to 50 marks)</td> <td>50%</td> </tr> <tr> <td>Academic Performance &amp; Prior Work Experience</td> <td>20%</td> </tr> <tr> <td>Group Discussion</td> <td>15%</td> </tr> <tr> <td>Personal Interview</td> <td>15%</td> </tr> <tr> <td><b>Total</b></td> <td><b>100</b></td> </tr> </table>		NBSAT Score (out of 100, scale down to 50 marks)	50%	Academic Performance & Prior Work Experience	20%	Group Discussion	15%	Personal Interview	15%	<b>Total</b>	<b>100</b>
NBSAT Score (out of 100, scale down to 50 marks)	50%											
Academic Performance & Prior Work Experience	20%											
Group Discussion	15%											
Personal Interview	15%											
<b>Total</b>	<b>100</b>											
<b>MEDIUM OF INSTRUCTION</b>	English											
<b>PROGRAMME PATTERN</b>	Semester											
<b>SPECIALIZATION</b>	<b>Single Specialization (Finance, Marketing, HR, IT &amp; Operations)</b>											
<b>Evaluation</b>	<p>Internal Assessment- 50 Marks</p> <p>Mid-Semester examination -30 Marks</p> <p>End –Semester Examination -70 Marks</p>											
<b>AWARD OF DEGREE/</b>	<b>Master of Business Administration</b> will be awarded at the end of semester IV examination by taking into consideration the performance of all semester											

examinations after obtaining minimum CGPA of 4 out of maximum of 10 CGPA.

**PROGRAM SUMMARY**

SEMESTER	TOTAL CREDITS	E	M	I	TOTAL MARKS
SEMESTER - I	30	540	210	350	1100
SEMESTER - II	30	540	210	350	1100
SEMESTER - III	32	750	180	420	1350
SEMESTER - IV	20	420	120	260	800
SUMMARY	112	2250	720	1380	4350



### Course Details

SEMESTER 1 - CORE COURSES						
COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
4519201	Management Accounting (MA)	4	70	30	50	150
4519202	Economics for Manager (EFM)	4	70	30	50	150
4519203	Managerial Communication (MC)	4	70	30	50	150
4519204	Organizational Behavior (OB)	4	70	30	50	150
4519205	Business Ethics & Corporate Governance (BECG)	4	70	30	50	150
4519206	Management Information Systems (MIS)	4	70	30	50	150
4519207	Business Statistics (BS)	4	70	30	50	150
4519208	Developing Contributory Skills – I	2	50	0	0	50
	<b>Total credits</b>	<b>30</b>		<b>Total Marks</b>		<b>1100</b>

SEMESTER 2 - CORE COURSES						
COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
4529201	Business Analytics (BA)	4	70	30	50	150
4529202	Corporate Finance (CF)	4	70	30	50	150
4529203	Marketing Management (MM)	4	70	30	50	150
4529204	Human Resource Management (HRM)	4	70	30	50	150
4529205	Production & Operations Management (POM)	4	70	30	50	150
4529206	Research Methodology (RM)	4	70	30	50	150
4529207	Entrepreneurship	4	70	30	50	150
4529208	Developing Contributory Skills – II (DCS-II)	2	50	0	0	50
	<b>Total Credits</b>	<b>30</b>		<b>Total Marks</b>		<b>1100</b>



**SEMESTER 3 -CORE COURSES**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4539200	Summer Internship Project	4	140	0	60	200
4539201	Strategic Management (SM)	4	70	30	50	150
4539202	Multidisciplinary Action Project (MAP)	4	140	0	60	200
4539203	Developing Contributory Skills – III (DCS-III)	0	50	0	0	50

**SEMESTER 3 -ELECTIVE COURSES - MARKETING SPECIALIZATION**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4539211	Consumer Behavior (CB)	4	70	30	50	150
4539212	Integrated Marketing Communications (IMC)	4	70	30	50	150
4539213	Sales and Distribution Management (SDM)	4	70	30	50	150

**SEMESTER 3 -ELECTIVE COURSES - FINANCE SPECIALIZATION**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4539221	Security Analysis and Portfolio Management (SAPM)	4	70	30	50	150
4539222	Financial Derivatives (FD)	4	70	30	50	150
4539223	Insurance and Risk Management (IRM)	4	70	30	50	150

**SEMESTER 3 -ELECTIVE COURSES - HUMAN RESOURCE SPECIALIZATION**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4539231	Change Management and Organization Development (CMOD)	4	70	30	50	150
4539232	Compensation Management (CM)	4	70	30	50	150
4539233	Human Resource Audit (HRA)	4	70	30	50	150



**SEMESTER 3 -ELECTIVE COURSES - INFORMATION TECHNOLOGY**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4539251	Data Warehousing and Data Mining (DWDM)	4	70	30	50	150
4539252	Systems Analysis and Design (SAD)	4	70	30	50	150
4539253	E-Business (EB)	4	70	30	50	150

**SEMESTER 3 -ELECTIVE COURSES - PRODUCTION AND OPERATION  
SPECIALIZATION**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4539271	Operations Research (OR)	4	70	30	50	150
4539272	Services Operations Management (SOM)	4	70	30	50	150
4539273	Production Planning and Control (PPC)	4	70	30	50	150

**SEMESTER 3 - FUNCTIONAL ELECTIVES**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4539281	International Business (IB)	4	70	30	50	150
4539282	Behavioral Finance (BF)	4	70	30	50	150
4539283	Managing Talent Globally (MTG)	4	70	30	50	150
4539284	Social Entrepreneurship (SE)	4	70	30	50	150
4539285	Social Entrepreneurship (SE)	4	70	30	50	150
4539286	Econometrics (E )	4	70	30	50	150
4539287	Digital and Social Media Marketing (DSMM)	4	70	30	50	150
4539288	Managing Digital Innovation and Transformation (MDIT)	4	70	30	50	150

**SEMESTER 3 - SECTORIAL ELECTIVES**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4539291	Retailing and Franchising (RF)	4	70	30	50	150
4539292	Financial Markets and Services (FMS)	4	70	30	50	150
4539293	Management of Industrial Relations and Labor Laws (MIRLL)	4	70	30	50	150
4539294	Tourism and Hospitality Management (THM)	4	70	30	50	150
4539295	Social Media Analytics (SMA)	4	70	30	50	150
4539296	EXIM Procedures (EXIM)	4	70	30	50	150



4539297	Logistics and Supply Chain Management (LSCM)	4	70	30	50	150
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**SEMESTER 4 - CORE COURSES**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4549201	Comprehensive Project (CP)	4	140	0	60	200

**SEMESTER 4 -ELECTIVE COURSES - MARKETING SPECIALIZATION**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4549211	Product and Brand Management (PBM)	4	70	30	50	150
4549212	Services Marketing (SM)	4	70	30	50	150

**SEMESTER 4 -ELECTIVE COURSES - FINANCE SPECIALIZATION**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4549221	International Finance (IF)	4	70	30	50	150
4549222	Corporate Restructuring and Valuation (CRV)	4	70	30	50	150

**SEMESTER 4 -ELECTIVE COURSES - HUMAN RESOURCE SPECIALIZATION**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4549231	Performance Management (PM)	4	70	30	50	150
4549232	Human Resource Planning & Development (HRPD)	4	70	30	50	150

**SEMESTER 4 -ELECTIVE COURSES - INFORMATION TECHNOLOGY SPECIALIZATION**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4549251	Cyber Security and IT Governance (CSITG)	4	70	30	50	150
4549252	Cloud Computing (CC)	4	70	30	50	150





**SEMESTER 4 -ELECTIVE COURSES - PRODUCTION AND OPERATION  
SPECIALIZATION**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4549271	Materials Management (MM)	4	70	30	50	150
4549272	Quality Management (QM)	4	70	30	50	150

**SEMESTER 4 - FUNCTIONAL ELECTIVE**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4549281	Legal Aspects of Business (LAB)	4	70	30	50	150
4549282	Knowledge Management (KM)	4	70	30	50	150
4549283	B2B Marketing (B2BM)	4	70	30	50	150
4549284	Financial Planning and Taxation (FPT)	4	70	30	50	150
4549285	World Class Manufacturing (WCM)	4	70	30	50	150
4549286	Management Control Systems (MCS)	4	70	30	50	150
4549287	Foreign Trade Facilitation (FTF)	4	70	30	50	150
4549288	Intellectual Property Rights (IPR)	4	70	30	50	150
4549289	Enterprise Resource Planning	4	70	30	50	150

**SEMESTER 4 - SECTORIAL ELECTIVES**

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>E</b>	<b>M</b>	<b>I</b>	<b>TOTAL</b>
4549291	Rural and Agricultural Marketing (RAM)	4	70	30	50	150
4549292	Banking	4	70	30	50	150
4549293	Business Reporting Data Visualization (BRDV)	4	70	30	50	150
4549294	Healthcare and Hospital Management (HHM)	4	70	30	50	150
4549295	Global Logistics and SCM (GLSCM)	4	70	30	50	150
4549296	Advanced Data Analytics (ADA)	4	70	30	50	150
4549297	Customer Relationship Management (CRM)	4	70	30	50	150
4549298	Leadership	4	70	30	50	150