

Master of Business Administration

Program Structure 2023-25

OBJECTIVE	A two-year full-time MBA program designed to provide a well-rounded learning experience in terms of management theories and its practical application with an emphasis being laid on broadening their career horizons.											
DURATION (In Months)	24 (Full Time)											
INTAKE	180											
ELIGIBILITY	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 any recognized Management Entrance Examination like CMAT, CAT, MAT, XAT etc and NBSAT (NBS aptitude test), a management entrance exam devised by Narayana Business School, which assesses the candidates' Mathematical Aptitude, General Knowledge, Verbal Ability & Abstract Reasoning.											
SELECTION PROCEDURE	Students will be evaluated on the following parameters											
	<table border="1"> <tr> <td>NBSAT Score (out of 100, scale down to 50 marks)</td> <td>50%</td> </tr> <tr> <td>Academic Performance & 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>Total</td> <td>100</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%	Total	100	
NBSAT Score (out of 100, scale down to 50 marks)	50%											
Academic Performance & Prior Work Experience	20%											
Group Discussion	15%											
Personal Interview	15%											
Total	100											
MEDIUM OF INSTRUCTION	English											
PROGRAMME PATTERN	Semester											
SPECIALIZATION	Single Specialization (Finance, Marketing, HR, IT & Operations)											
Evaluation	Internal Assessment- 50 Marks Mid-Semester examination -30 Marks End –Semester Examination -70 Marks											
AWARD OF DEGREE/	Master of Business Administration 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.											



NARAYANA
BUSINESS SCHOOL

AICTE APPROVED

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
	Total credits	30		Total Marks		1100

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
	Total Credits	30		Total Marks		1100



SEMESTER 3 -CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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**

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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



SEMESTER 4 - CORE COURSES

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

SEMESTER 4 -ELECTIVE COURSES - MARKETING SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

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



SEMESTER 4 - FUNCTIONAL ELECTIVE

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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

COURSE CODE	COURSE NAME	CREDIT	E	M	I	TOTAL
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