

**U.P. TECHNICAL UNIVERSITY
LUCKNOW
Syllabus
MASTER OF BUSINESS ADMINISTRATION**

The M.B.A. course aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from. The course not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students. The structure of the Course is designed in a way that students have to study the core courses from different functional areas of management that are made compulsory. Later on, specializations are offered in functional areas where the students can opt for two specializations out of the five offered: Marketing, Finance, IT, HR and International Business and one Open Specialization. Right from the beginning of the course, the focus is on providing relevant inputs through case discussion/ analysis, simulation games, note plays etc. keeping in mind the current business scenario. Broadly, the course is of two years divided into four semesters, each semester having eight compulsory papers of 40 sessions each of one-hour duration. There is a system of dual specialization and an Open Specialization. The students will have to opt for two functional areas for their specialization, having four papers (two in third semesters and two in the fourth semester) from Specialization 1, three papers (two in third semester and one in fourth semester) from Specialization2. Students will also have to choose any one elective from the given four subjects as an open Specialization in fourth semester. Summer Training for 6/8 weeks is compulsory for every student pursuing the course, which they have to undergo between second and third semester. Comprehensive viva and Research project are part of the course.

I SEMESTER

MBA 011: PRINCIPLES & PRACTICE OF MANAGEMENT
MBA 012: MANAGERIAL ECONOMICS
MBA 013: ACCOUNTING AND FINANCIAL ANALYSIS
MBA 014: ORGANISATIONAL BEHAVIOUR
MBA 015: BUSINESS STATISTICS
MBA 016: MARKETING MANAGEMENT
MBA 017: Computer Applications in Management
MBA 018: COMMUNICATION FOR MANAGEMENT

II SEMESTER

MBA 021: BUSINESS ENVIRONMENT
MBA 022: BUSINESS LAWS
MBA 023: RESEARCH METHODOLOGY
MBA 024: OPERATIONS RESEARCH
MBA 025: PRODUCTION & OPERATIONS MANAGEMENT
MBA 026: COST & MANAGEMENT ACCOUNTING
MBA 027: FINANCIAL MANAGEMENT
MBA 028: MANAGING HUMAN RESOURCES
MBA029: COMPREHENSIVE Viva (CV)

III SEMESTER

- MBA 031: SUPPLY CHAIN MANAGEMENT
- MBA 032: STRATEGIC MANAGEMENT
- MBA 033: MANAGEMENT INFORMATION SYSTEM
- MBA 034: CONSUMER BEHAVIOR & MARKETING COMMUNICATION
 - Specialization Group -1 Elective 1*
 - Specialization Group -1 Elective 2*
 - Specialization Group -2 Elective 1*
 - Specialization Group -2 Elective 2*
- MBA035: SUMMER TRAINING PROJECT REPORT

IV SEMESTER

- MBA 041: ENTREPRENEURSHIP DEVELOPMENT
- MBA 042: CORPORATE GOVERNANCE, VALUES & ETHICS
 - Specialization Group -1 Elective 1*
 - Specialization Group -1 Elective 3*
 - Specialization Group -2 Elective 4*
 - Open Specialization Elective (any one) *-1 Elective 3*or 4*
- MBA 043: RESEARCH PROJECT REPORT
- MBA 044 COMPREHENSIVE VIVA

* Details of Course Code are given in the list of Elective Papers.

ELECTIVE PAPERS

Specialization Group: Human Resource

Course Code

1. MBA HR 01 Personal Growth and Training & Development... (III Semester)
2. MBA HR 02 Industrial Relations & Labour Enactments..... (III Semester)
3. MBA HR 03 Team Building & Leadership..... (IV Semester)
4. MBA HR 04 Negotiation & Counseling (IV Semester)

Specialization Group: Marketing

Course Code

1. MBA MK 01 Marketing of Services..... (III Semester)
2. MBA MK 02 Marketing Research. (III Semester)
3. MBA MK 03 Sales & Distribution Management (IV Semester)
4. MBA MK 04 Retail Management (IV Semester)

Specialization Group: Financial Management

Course Code

1. MBA FM 01 Management of Working Capital..... (III Semester)
2. MBA FM 02 Security Analysis and Investment Management ... (III Semester)
3. MBA FM 03 Management of Financial Institutions & Services (IV Semester)

4. MBA FM 04 Tax Planning & Financial Reporting..... (IV Semester)

Specialization Group: Information Technology

Course Code

1. MBA IT 01 Database Management System (III Semester)

2. MBA IT 02 System Analysis & Design and Software
Engineering..... (III Semester)

3. MBA IT 03 Data Communication & Network (IV Semester)

4. MBA IT 04 Electronic Commerce..... (IV Semester)

Specialization Group: International Business

Course Code

1. MBA IB 01 International Marketing (III Semester)

2. MBA IB 02 International Business Environment and
Foreign Exchange Economics..... (III Semester)

3. MBA IB 03 Export Management and Documentation..... (IV Semester)

4. MBA IB 04 International Logistics Management..... (IV Semester)

Specialization Group: Open Specialization (Choose any one in IV Semester)

Course Code

1. MBA OP 01 Insurance & Risk Management..... (IV Semester)

2. MBA OP 02 Hospitality Management..... (IV Semester)

3. MBA OP 03 Project Management..... (IV Semester)

4. MBA OP 04 Rural Management..... (IV Semester)