

# KANNUR UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (M.B.A) PROGRAMME UNDER CREDIT BASED SEMESTER SYSTEM (CBSS)

### Course of Study & Scheme of Examinations

YEAR/ SEM	Course Code	Title of the Course	Inst. Hrs./ week	Credit	End Sem. Exam Hours	Marks
<b>I YEAR/ I SEM.</b>	MBA1C01	Economics For Managers	4	4	3	*Ext : 80 **Int : 20
	MBA1C02	Accounting for Managers	4	4	3	Ext : 80 Int : 20
	MBA1C03	Quantitative Techniques for Management	4	4	3	Ext : 80 Int : 20
	MBA1C04	Indian Business Environment	4	4	3	Ext : 80 Int : 20
	MBA1C05	Managerial Communication	4	4	3	Ext : 80 Int : 20
	MBA1C06	Management Theory & Practice	4	4	3	Ext : 80 Int : 20
	MBA1C07	Information Technology for Managers	4	4	3	Ext : 80 Int : 20
<b>IYEAR/ II SEM.</b>	MBA2C08	Financial Management	4	4	3	Ext : 80 Int : 20
	MBA2C09	Operations Research	4	4	3	Ext : 80 Int : 20
	MBA2C10	Marketing Management	4	4	3	Ext : 80 Int : 20
	MBA2C11	Organizational Behaviour	4	4	3	Ext : 80 Int : 20
	MBA2C12	Human Resource Management	4	4	3	Ext : 80 Int : 20
	MBA2C13	Production and Operations Management	4	4	3	Ext : 80 Int : 20
	MBA2C14	Research Methodology	4	4	3	Ext : 80 Int : 20

\*Ext: External Marks

\*\*Int: Internal Marks

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YEAR/ SEM	Course Code	Title of the Course	Inst. Hrs./	Credit	End Sem. Exam	Marks
<b>IIYEAR/ III SEM.</b>	MBA3Pr01	Organizational Study	-	4	-	Ext:80 Int :20
	MBA3C15	Indian Management Ethos & Practices	4	4	3	Ext : 80 Int : 20
	MBA3C16	Business Law	4	4	3	Ext : 80 Int : 20
	MBA3C17	Management Information System	4	4	3	Ext : 80 Int : 20
	MBA3E ...	Elective	4	4	3	Ext : 80 Int : 20
	MBA3E ...	Elective	4	4	3	Ext : 80 Int : 20
	MBA3E ...	Elective	4	4	3	Ext : 80 Int : 20
	MBA3E ...	Elective	4	4	3	Ext : 80 Int : 20
<b>IIYEAR/ IV SEM.</b>	MBA4C18	Strategic Management	4	4	3	Ext : 80 Int : 20
	MBA4C19	Entrepreneurship Development and Project Management	4	4	3	Ext : 80 Int : 20
	MBA4E...	Elective	4	4	3	Ext : 80 Int : 20
	MBA4E...	Elective	4	4	3	Ext : 80 Int : 20
	MBA4E...	Elective	4	4	3	Ext : 80 Int : 20
	MBA4E...	Elective	4	4	3	Ext : 80 Int : 20
	MBA4Pr02	Major Project	-	6	-	Ext : 150
	MBA4C20	Comprehensive Viva Voce	-	2	-	Ext : 50

Semester	No. of Courses	Total Credits	Total Marks
<b>FIRST</b>	7 Core	28	700
<b>SECOND</b>	7 Core	28	700
<b>THIRD</b>	8 (4 Core + 4 Electives)	32	800
<b>FOURTH</b>	8 (4 Core) + 4 electives)	32	800
<b>TOTAL</b>	<b>30 (22 Core + 8 Electives)</b>	<b>120</b>	<b>3000</b>

## LIST OF ELECTIVE COURSES

### I) MARKETING

SEMESTER	COURSE CODE	COURSE TITLE
<b>THIRD SEMESTER</b>	MBA3E01	Consumer Behaviour
	MBA3E02	Sales and Distribution Management
	MBA3E03	Marketing Research
	MBA3E04	International Marketing
<b>FOURTH SEMESTER</b>	MBA4E05	Retail Management
	MBA4E06	Advertising and Brand Management
	MBA4E07	Rural and Social Marketing
	MBA4E08	Services Marketing

### II) FINANCE

SEMESTER	COURSE CODE	COURSE TITLE
<b>THIRD SEMESTER</b>	MBA3E09	Security Analysis and Portfolio Management
	MBA3E10	Financial Markets and Institutions
	MBA3E11	Insurance and Risk Management
	MBA3E12	Cost Systems and Control
<b>FOURTH SEMESTER</b>	MBA4E13	Financial Derivatives
	MBA4E14	International Financial Management
	MBA4E15	Corporate Tax Planning
	MBA4E16	Mergers, Acquisitions and Corporate Restructuring

### III) HUMAN RESOURCES

SEMESTER	COURSE CODE	COURSE TITLE
<b>THIRD SEMESTER</b>	MBA3E17	Team Building in Organisations
	MBA3E18	Training and Development: Systems & Practices
	MBA3E19	Performance Management
	MBA3E20	Compensation Management
<b>FOURTH SEMESTER</b>	MBA4E21	Strategic and International Human Resource Management
	MBA4E22	Organisational Development
	MBA4E23	Industrial Relations and Labour Laws
	MBA4E24	Behaviour Testing and Counseling

#### IV) TOURISM AND HOSPITALITY MANAGEMENT

SEMESTER	COURSE CODE	COURSE TITLE
THIRD SEMESTER	MBA3E25	Tourism Principles and Practices
	MBA3E26	Tourism Products of India
	MBA3E27	Hospitality Management
	MBA3E28	Marketing for Hospitality and Tourism
FOURTH SEMESTER	MBA4E29	Destination Planning and Development
	MBA4E30	Travel Agency and Tour Operations Management
	MBA4E31	Ethical, Legal and Regulatory Aspects of Tourism Business
	MBA4E32	International Hospitality Law

#### V) HEALTHCARE MANAGEMENT

SEMESTER	COURSE CODE	COURSE TITLE
THIRD SEMESTER	MBA3E33	Health Care Management
	MBA3E34	Health and Development
	MBA3E35	Health Care Economics
	MBA3E36	Hospital Administration
FOURTH SEMESTER	MBA4E37	Hospital Planning and Engineering
	MBA4E38	Patient Behaviour and Care
	MBA4E39	Patient Care Management
	MBA4E40	Legal Issues in Hospital Management

#### VI) BANKING AND INSURANCE MANAGEMENT

SEMESTER	COURSE CODE	COURSE TITLE
THIRD SEMESTER	MBA3E41	Principles and Practices of Insurance
	MBA3E42	Principles and Practices of Banking
	MBA3E43	Customer Relationship Management in Banking and Insurance
	MBA3E44	Insurance Salesmanship
FOURTH SEMESTER	MBA4E45	Money and Banking
	MBA4E46	Advanced Banking and Insurance
	MBA4E47	Risk Management in Insurance and Banking
	MBA4E48	Banking Technology Management

**VII) RETAIL MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>THIRD SEMESTER</b>	MBA3E49	Introduction to Retailing
	MBA3E50	Retail Shopper Behaviour
	MBA3E51	Retail Stores and Operations Management
	MBA3E52	Retail Sales Promotion
<b>FOURTH SEMESTER</b>	MBA4E53	Visual Merchandising
	MBA4E54	Retail Logistics
	MBA4E55	Information Technology in Retail Management
	MBA4E56	International Retail Management

**VIII) AIRLINE AND AIRPORT MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
<b>THIRD SEMESTER</b>	MBA3E57	Airline and Airport Operations
	MBA3E58	Strategic Airport Planning and Marketing
	MBA3E59	Air Traffic Control
	MBA3E60	Aircraft Maintenance Management
<b>FOURTH SEMESTER</b>	MBA4E61	Airline Marketing and Strategic Airline Alliances
	MBA4E62	Aviation Safety and Security
	MBA4E63	Aviation Legal Environment
	MBA4E64	Aviation Resource Management

**Note:** The MBA Programme is offered on Double Specialisation Mode. Therefore, each student shall opt for 2 Elective Streams from the 8 different E l e c t i v e Streams offered for the Programme. A student shall study 4 elective courses (2 courses each from the 2 elective streams opted by the student) in the third semester and another 4 elective courses in the fourth semester (2 courses each from the 2 elective stream already opted by the student during the third semester). Thus, each student shall study 8 elective courses for the whole programme.