

BANGALORE UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION UNDER (CBCS) (2014 - 2015 ONWARDS)

FIRST SEMESTER

PAPER	SUBJECT	Hrs/Week	IA	Exam	Total
1.1	Economics for Managers	4	30	70	100
1.2	Organizational Behavior	4	30	70	100
1.3	Accounting for Managers	4	30	70	100
1.4	Statistics for Management	4	30	70	100
1.5	Marketing for Customer Value	4	30	70	100
1.6	Business and Industry	4	30	70	100
1.7	Communication Skills	2	30	70	100

SECOND SEMESTER

PAPER	SUBJECT	Hrs/Week	IA	Exam	Total
2.1	Technology for Management	4	30	70	100
2.2	Management Research Methods	4	30	70	100
2.3	Entrepreneurship and Ethics	4	30	70	100
2.4	Human Capital Management	4	30	70	100
2.5	Financial Management	4	30	70	100
2.6	Quantitative Techniques & Operation Research	4	30	70	100
2.7	Innovation Management	2	30	70	100

THIRD SEMESTER

PAPER	SUBJECT	Hrs/Week	IA	Exam	Total
3.1	Strategic Management & Corporate Governance	4	30	70	100
3.2	Management Research Methods	4	30	70	100
3.3	Elective - Finance (3)	4	30	70	100
3.4	Elective - Marketing (3)	4	30	70	100
3.5	Elective - Human Resource (3)	4	30	70	100
3.9	Open Elective	4	30	70	100
3.10	Project Work for 4 weeks	--	50	--	50

FOURTH SEMESTER

PAPER	SUBJECT	Hrs/Week	IA	Exam	Total
4.1	International Business Dynamics	4	30	70	100
4.2	Elective - Finance (3)	4	30	70	100
4.3	Elective - Marketing (3)	4	30	70	100
4.4	Elective - Human Resource (3)	4	30	70	100
4.8	Dissertation for 6 weeks	4	50	200	250

Electives under Specialization Streams

FINANCE STREAM			
PAPER	SUBJECT	PAPER	SUBJECT
3.3.1	Indian Financial System	4.2.1	Investment Analysis & Management
3.3.2	Corporate Tax Planning & Management	4.2.2	International Financial Management
3.3.3	Corporate Valuation & Restructuring	4.2.3	Risk Management & Derivatives

MARKETING STREAM			
PAPER	SUBJECT	PAPER	SUBJECT
3.4.1	Retailing Management & Services	4.3.1	Strategic Brand Management
3.4.2	Consumer Behavior	4.3.2	International Marketing Strategy
3.4.3	Rural & Agricultural Marketing	4.3.3	Digital Marketing

HUMAN RESOURCES STREAM			
PAPER	SUBJECT	PAPER	SUBJECT
3.5.1	Learning & Development	4.4.1	Strategic HRM
3.5.2	Industrial & Employee Relations	4.4.2	International HRM
3.5.3	Performance Management System	4.4.3	Talent & Knowledge Management