

## Curriculum

### Master of Business Administration (MBA) Programme Code : MP

#### Objectives :

- The MBA Programme offered by VMOU, Kota is aimed to offer need based professional and vocational orientation to the present and potential managers working in Government and Non-government sectors. It has a provision of learning at one's pace, place and time through face to face and distance counseling wherever and whenever needed.

**Admission eligibility :** Bachelor's Degree (TDC) or its equivalent with 50% marks from any recognized University OR Master's Degree from any recognized University OR Bachelor's Degree (TDC) or its equivalent from any recognized University with three years of supervisory/Managerial/Professional Experience OR Professional Degree in Engineering/Technology/ Medicine/Architecture/Law OR Professional Qualification in Accountancy/Cost and Work Accountancy/Company Secretaryship etc.

Admission will be made on merit decided on the basis of marks obtained in Management Entrance Test (MET) organized by VMOU or MAT/CAT/CMAT or similar test organized by other recognized institutions/ Agencies during last one year.

**MET Fee :** Rs. 1000/-

**Duration :** Minimum 2 years and Maximum 4 years.

**Medium of Instruction :** English

**Medium of Examination :** Hindi or English

**Credits :** 132

**Fee :** MBA I Year- Rs. 14600/- MBA II Year- Rs. 14600/-

#### Programme Structure :

##### MBA-I Year

क्र.सं. (S. No.)	पाठ्यक्रम का नाम (Name of Course)	पाठ्यक्रम कोड (Course Code)	श्रेयांक (Credit)
1.	Management & Organizational Behaviour	MP 101	6
2.	Managerial Economics	MP 102	6
3.	Accounting for Managers	MP 103	6

4.	Fundamentals of Information Technology	MP 104	6
5.	Business Ethics	MP 105	6
6.	Marketing Management	MP 106	6
7.	Financial Management	MP 107	6
8.	Human Resource Management	MP 108	6
9.	Operations Management	MP 109	6
10.	Entrepreneurship & Small Business Management	MP 110	6
11.	Global Business Management	MP 111	6

**MBA-II Year**

12.	Business Environment	MP 201	6
13.	Research Methodology	MP 202	6
14.	Management Information System	MP 203	6
15.	Quantitative Techniques	MP 204	6
16.	Strategic Management	MP 205	6
Specialisation Stream : Five Courses of each Stream and MP- 100 Dissertation <b>17-21 Specialisation in any one of the following:</b>			
<b>Human Resource Management</b>			
17.	Human Resource Development	MP 401	6
18.	Organizational Development & Training	MP 402	6
19.	Performance Management & Compensation	MP 403	6
20.	Indian Labour Legislation	MP 404	6
21.	Collective Bargaining & Negotiation Skills	MP 405	6
22.	Dissertation & Viva Voce (Equivalent to one Course of 100 Marks)	MP 100	6
<b>Financial Management</b>			
23.	Security Analysis & Portfolio Management	MP 501	6
24.	Financial Services	MP 502	6
25.	Capital Market & SEBI Regulations	MP 503	6
26.	International Financial Management	MP 504	6
27.	Project Management	MP 505	6
28.	Dissertation & Viva Voce (Equivalent to one Course of 100 Marks)	MP 100	6
<b>Marketing Management</b>			
29.	Consumer Behaviour & Market Research	MP 601	6

30.	Retail Management	MP 602	6
31.	Product & Brand management	MP 603	6
32.	Advertising & Sales Promotion	MP 604	6
33.	Sales & Logistics Management	MP 605	6
34.	Dissertation & Viva Voce (Equivalent to one Course of 100 Marks)	MP 100	6

### Examination and Evaluation pattern:

(I) The evaluation system of the programme is based on two components

- (a) **Continuous Evaluation/Internal Assignment:** It carries a weightage of 20% marks which consists of internal home assignment should be submitted before the prescribed date of the university.
- (b) **Term-end-examination (TEE) :** It carries a weightage of 80% marks. Term-end-examination will be held after completion of one year in the months of June and December every year. The students are at liberty to appear in any of the examinations conducted by the University during the year subject to the completion of the minimum time frame prescribed for the programme pursued.

### (II) Submission of Dissertation

One typed copy of the Dissertation after approval of synopsis is to be submitted to Examiners at the time of Viva-voce organized by VMOU, Kota

### (III) Viva Voce and Evaluation Dissertation

The viva voce is complimentary for evaluation of the Dissertation. The student will be asked to appear for viva voce. The student will be duly intimated about it by the controller of examinations. Viva voce will be conducted jointly by Head, Department of Management studies or his nominee and one external examiner at headquarter or Regional Centre concerned.

Note: For more details you may see the programme guide for MBA programme available on the website ([www.vmou.ac.in](http://www.vmou.ac.in))

The successful candidate shall be classified as per the following table-

First Division	-	60% and above
Second Division	-	48% and above but below 60%
Pass	-	36% and above but below 48%

## Course Outcome of Master of Business Administration

### MBA-I Year

क्र.सं. (S. No.)	पाठ्यक्रम का नाम (Name of Course)	पाठ्यक्रम कोड (Course Code)	श्रेयांक (Credit)	उद्देश्य पाठ्यक्रम
1.	Management & Organizational Behaviour	MP 101	6	विद्यार्थी Management & Organizational Behaviour की जानकारी प्राप्त कर सकेंगे
2.	Managerial Economics	MP 102	6	विद्यार्थी Managerial Economics की जानकारी प्राप्त कर सकेंगे
3.	Accounting for Managers	MP 103	6	विद्यार्थी Accounting for Managers की जानकारी प्राप्त कर सकेंगे
4.	Fundamentals of Information Technology	MP 104	6	विद्यार्थी Fundamentals of Information Technology की जानकारी प्राप्त कर सकेंगे
5.	Business Ethics	MP 105	6	विद्यार्थी Business Ethics की जानकारी प्राप्त कर सकेंगे
6.	Marketing Management	MP 106	6	विद्यार्थी Marketing Management की जानकारी प्राप्त कर सकेंगे
7.	Financial Management	MP 107	6	विद्यार्थी Financial Management की जानकारी प्राप्त कर सकेंगे
8.	Human Resource Management	MP 108	6	विद्यार्थी Human Resource Management की जानकारी प्राप्त कर सकेंगे
9.	Operations Management	MP 109	6	विद्यार्थी Operations Management की जानकारी प्राप्त कर सकेंगे
10.	Entrepreneurship & Small Business Management	MP 110	6	विद्यार्थी Entrepreneurship & Small Business Management की जानकारी प्राप्त कर सकेंगे
11.	Global Business Management	MP 111	6	विद्यार्थी Global Business Management की जानकारी प्राप्त कर सकेंगे

### MBA-II Year

क्र.सं. (S. No.)	पाठ्यक्रम का नाम (Name of Course)	पाठ्यक्रम कोड (Course Code)	श्रेयांक (Credit)	उद्देश्य पाठ्यक्रम
12.	Business Environment	MP 201	6	विद्यार्थी Business Environment की जानकारी प्राप्त कर सकेंगे
13.	Research Methodology	MP 202	6	विद्यार्थी Research Methodology की जानकारी प्राप्त कर सकेंगे
14.	Management Information	MP 203	6	विद्यार्थी Management Information की जानकारी प्राप्त कर सकेंगे

	System			Information System की जानकारी प्राप्त कर सकेंगे
15.	Quantitative Techniques	MP 204	6	विद्यार्थी Quantitative Techniques की जानकारी प्राप्त कर सकेंगे
16.	Strategic Management	MP 205	6	विद्यार्थी Strategic Management की जानकारी प्राप्त कर सकेंगे
<b>Specialisation Stream : Five Courses of each Stream and MP- 100 Dissertation</b> <b>17-21 Specialisation in any one of the following:</b> <b>Human Resource Management</b>				
क्र.सं. (S. No.)	पाठ्यक्रम का नाम (Name of Course)	पाठ्यक्रम कोड (Course Code)	श्रेयांक (Credit)	उद्देश्य पाठ्यक्रम
17.	Human Resource Development	MP 401	6	विद्यार्थी Human Resource Development की जानकारी प्राप्त कर सकेंगे
18.	Organizational Development & Training	MP 402	6	विद्यार्थी Organizational Development & Training की जानकारी प्राप्त कर सकेंगे
19.	Performance Management & Compensation	MP 403	6	विद्यार्थी Performance Management & Compensation की जानकारी प्राप्त कर सकेंगे
20.	Indian Labour Legislation	MP 404	6	विद्यार्थी Indian Labour Legislation की जानकारी प्राप्त कर सकेंगे
21.	Collective Bargaining & Negotiation Skills	MP 405	6	विद्यार्थी Collective Bargaining & Negotiation Skills की जानकारी प्राप्त कर सकेंगे
22.	Dissertation & Viva Voce (Equivalent to one Course of 100 Marks)	MP 100	6	विद्यार्थी Dissertation & Viva Voce की जानकारी प्राप्त कर सकेंगे
<b>Financial Management</b>				
क्र.सं. (S. No.)	पाठ्यक्रम का नाम (Name of Course)	पाठ्यक्रम कोड (Course Code)	श्रेयांक (Credit)	उद्देश्य पाठ्यक्रम
23.	Security Analysis & Portfolio Management	MP 501	6	विद्यार्थी Security Analysis & Portfolio Management की जानकारी प्राप्त कर सकेंगे
24.	Financial Services	MP 502	6	विद्यार्थी Financial Services की जानकारी प्राप्त कर सकेंगे
25.	Capital Market & SEBI	MP 503	6	विद्यार्थी Capital Market & SEBI

	Regulations			Regulations की जानकारी प्राप्त कर सकेंगे
26.	International Financial Management	MP 504	6	विद्यार्थी International Financial Management की जानकारी प्राप्त कर सकेंगे
27.	Project Management	MP 505	6	विद्यार्थी Project Management की जानकारी प्राप्त कर सकेंगे
28.	Dissertation & Viva Voce (Equivalent to one Course of 100 Marks)	MP 100	6	विद्यार्थी Dissertation & Viva Voce की जानकारी प्राप्त कर सकेंगे
<b>Marketing Management</b>				
क्र.सं. (S. No.)	पाठ्यक्रम का नाम (Name of Course)	पाठ्यक्रम कोड (Course Code)	श्रेयांक (Credit)	उद्देश्य पाठ्यक्रम
29.	Consumer Behaviour & Market Research	MP 601	6	विद्यार्थी Consumer Behaviour & Market Research की जानकारी प्राप्त कर सकेंगे
30.	Retail Management	MP 602	6	विद्यार्थी Retail Management की जानकारी प्राप्त कर सकेंगे
31.	Product & Brand management	MP 603	6	विद्यार्थी Product & Brand management की जानकारी प्राप्त कर सकेंगे
32.	Advertising & Sales Promotion	MP 604	6	विद्यार्थी Advertising & Sales Promotion की जानकारी प्राप्त कर सकेंगे
33.	Sales & Logistics Management	MP 605	6	विद्यार्थी Sales & Logistics Management की जानकारी प्राप्त कर सकेंगे
34.	Dissertation & Viva Voce (Equivalent to one Course of 100 Marks)	MP 100	6	विद्यार्थी Dissertation & Viva Voce की जानकारी प्राप्त कर सकेंगे