

Central University of Himachal Pradesh

**Himachal Pradesh Kendriya Vishwavidyalaya Business School
School of Commerce & Management Studies (SoC&MS)**



**Courses Offered Under National Education Policy- 2020
&
Choice Based Credit System (CBCS)
(2022-24)**

Himachal Pradesh Kendriya Vishwavidyalaya Business School
School of Commerce & Management Studies (SoC&MS)
Central University of Himachal Pradesh,
Parisar-II, Dharamshala, Kangra, Himachal Pradesh – 176 215

The Central University of Himachal Pradesh (CUHP) has modified its Choice Based Credit System (CBCS) in accordance with National Education Policy (NEP) & the guidelines of UGC. Hence, Himachal Pradesh Kendriya Vishwavidyalaya Business School, School of Commerce & Management Studies (SoC&MS) has also brought necessary changes in its program structure and Courses in view of amended relevant Ordinances. The modified structure of Master of Business Program had been made functional from the academic session 2021 – 22.

Based on the availability of intellectual resources, brainstorming with the stakeholders, feedback from the students and available physical resources, the following courses have been selected for MBA Programme from 2021-22 academic sessions. The students may exercise choice within the framework of CUHP- CBCS as per the NEP framework and UGC guidelines.

Credit Requirement for MBA Program of Study (4 Semesters)

Course Category	Percentage	Credits
1. Disciplinary/ Interdisciplinary: Major Courses	37.5%	30
2. Disciplinary/ Interdisciplinary: Minor Courses	20%	16
3. Vocational/ Skill Courses	17.5%	14
4. Indian Knowledge System (IKS) Courses	5%	04
5. Review of Literature, Research Proposal	10%	08
6. Dissertation & Viva-Voce	10%	08
Total	100%	80

Semester Wise Credit Distribution

Semester	Disciplinary/ Interdisciplinary: Major Courses	Disciplinary/ Interdisciplinary: Minor Courses	Vocational / Skill	(IKS)	Review of Literature, Research Proposal	Research Wok/ Dissertation	Tot al
I	10	04	04	02	--	--	20
II	12	04	02	02	--	--	20
III	04 (Elective Specialisation)	04 (Research Methodology)	04 (Software Based Data Analysis)	--	08	--	20
IV	04 (Elective Specialisation)	02 (Theory: Academic Writing) 02 (Practical: Paper Publication/ Seminar Conference)	04 (Subject Based Data Analysis)	--	--	08 (50% Dissertation; 50% Presentation & Viva-Voce	20
Total	30	16	14	04	08	08	80

I Semester				
Sl. No.	Course Code	Course Name	Credits	Course Coordinator(s)
Disciplinary/ Interdisciplinary: Major Courses (Required Credits: 10)				
1	MGT 111	Accounting for Managerial Decisions	2	
2	MGT 115	Marketing Management	2	
3	MGT 116	Organisational Behavior	2	
4	MGT 117	Management Theories & Practices	2	
5	MGT 104	Business Legislations	2	
Disciplinary/ Interdisciplinary: Minor Courses (Required Credits: 04)				
6	ECN 460	Managerial Economics	4	
Vocational/ Skill Courses: Interdisciplinary Courses (Required Credits: 04)				
7	MGT 528	Business Communication Skills	4	
Indian Knowledge System (IKS) Courses (Required Credits: 02)				
8	IKS	Indian Knowledge System	2	

Semester-II

Sl. No.	Course Code	Course Name	Credits	Coordinator
Disciplinary/ Interdisciplinary: Major Courses (Required Credits: 12)				
1	Compulsory	MGT 213	Financial Management	2
2		MGT 221	Consumer Behaviour	2
3		MGT 223	Human Resource Management	2
4		MGT 201	Business Analytics	2
Select any two courses in respective specialisation				
5 6	Finance (Select Two)	MGT 222	Security Analysis	2
		MGT 311	Fundamentals of Financial Services	2
		MGT 323	Indian Financial System	2
5 6	HRM (Select Two)	MGT 368	Human Resource Development	2
		MGT 457	Conflict Management & Negotiation Skills	2
		MGT 367	Diversity and Cross Cultural Management	2
5 6	Marketing (Select Two)	MGT 343	Retail Management	2
		MGT 447	Digital and Social Media Marketing	2
		MGT 443	Services Marketing	2
Disciplinary/ Interdisciplinary: Minor Courses (Required Credits: 04)				
7	(Select Two)	MGT 303	Operations Management	2
8		MGT 378	Global Business Environment	2
Vocational/ Skill Courses (Required Credits: 02)				
9	(Select One)	MGT 131	Entrepreneurial Skill Development	2
Indian Knowledge System (Required Credits: 02)				
10		MGT 593	Indian Ethos and Business Ethics	2

III Semester					
Sl. No.	Course Code	Course Name	Credits	Course Coordinator(s)	
Disciplinary/ Interdisciplinary: Major Courses (Required Credits: 04)					
1	Finance	MGT 315	Fundamentals of taxation	2	
2		MGT 312	Portfolio Management	2	
3		MGT 309	Mergers and Acquisitions	2	
		MGT 573	FinTech and Blockchain	2	
1	HRM	MGT 306	Industrial Relations and Labour Legislation	2	
2		MGT 471	Industrial and Organizational Psychology	2	
3		MGT 377	International HRM	2	
1	Marketing	MGT 452	Rural Marketing	2	
2		MGT 351	Business Marketing	2	
3		MGT 345	Integrated Marketing Communications	2	
Disciplinary/ Interdisciplinary: Minor Courses (Required Credits: 04*)					
4	MGT 323	Indian Financial System	4		
	MGT 469	Organizational Transformation and Development	4		
	MGT 338	Global Marketing: Procedures and Documentation	4		
Vocational/ Skill Courses (Required Credits: 04*)					
5	MGT 307	Total Quality Management	2		
6	MGT 498	On the Job Training	2		
Review of Literature, Research Proposal Courses (Required Credits: 08*)					
7	MGT 590	Literature Review & Research Proposal	2		
8	MGT 592	Business Policy and Strategic Analysis	4		
9	MGT 363	Experiential Learning	2		

IV Semester				
Sl. No.	Course Code	Course Name	Credits	Course Coordinator(s)
Disciplinary/ Interdisciplinary: Major Courses (Required Credits: 04)				
1	Finance	MGT 411	Foreign Exchange and Risk Management	2
2		MGT 414	Options, Futures and other Derivatives	2
3		MGT 325	Strategic Financial Management	2
1	HRM	MGT 463	Organisational Development	2
2		MGT 456	Labour Codes	2
3		MGT 359	Compensation Management	2
1	Marketing	MGT 453	Sales and Distribution Management	2
2		MGT 350	Customer Relationship Management	2
3		MGT 445	Social Marketing	2
Disciplinary/ Interdisciplinary: Minor Courses (Required Credits: 04*)				
4	MGT 413	Micro Finance	2	
	MGT 449	Event Planning and Marketing	2	
5	MGT 458	People Analytics	2	
Vocational/ Skill Courses (Required Credits: 04*)				
6	MGT 128	Case Study Development and Writing Skills	2	
7	MGT 109	Artificial Intelligence for Managers	2	
Dissertation & Viva-Voce (Required Credits: 08*)				
8	MGT 401	Data Analytics	4	
9	MGT 410	Dissertation (PG)	4	
For Students got pre-placement offer/training after III Semester				
1	MGT 404	In-Company-Project-Work	16	
2	MGT 410	Dissertation (PG)	4	