



**DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY, HYDERABAD**

**MBA (Day & Part – time – Evening 2 years) Structure and Syllabus As Per CBCS with
Guidelines Effective From 2016-2017
Year-I Semester –I**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB101	Management & Organizational Behaviour	Core	5	5	20+80
MB102	Accounting for Management	Core	5	5	20+80
MB103	Marketing Management	Core	5	5	20+80
MB104	Generic Elective-I 1. Business Law & Ethics 2. Fundamentals of Technology Management 3. Managerial Economics	Generic	4	4	20+80
MB105	Generic Elective-II 1. IT Applications for Management 2. Business Communication 3. Customer Relationship Management	Generic	4	4	20+80
MB106	Computer Practical's and Seminars	Practical	1	2	25
Semester Credits			24	25	525

Year-I Semester –II

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB201	Human Resources Management	Core	5	5	20+80
MB202	Financial Management	Core	5	5	20+80
MB203	Business Research Methods	Core	5	5	20+80
MB204	Generic Elective-III 1. Economic Environment and Policy 2. Business Process Re-engineering 3. International Business 4. Financial Market & Services	Generic	4	4	20+80
MB205	Generic Elective-IV 1. Total Quality Management 2. Strategic Management Accounting 3. Start Up Management 4. Retail Management	Generic/	4	4	20+80
MB206	Seminar/ Work Shop/ Case Studies	-----	1	2	Grade
Semester Credits			24	25	500
Yearly Credits			48	50	1025

**Revised MBA (Day) Course Structure and Syllabus As Per CBCS Guidelines with Effect From 2016
Year-II – Semester-III**

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB301	Operations Management	Core	5	5	20+80
MB302	E- Business	Core	5	5	20+80
MB303	Operations Research	Core	5	5	20+80
MB304	Discipline Specific Elective- I 1. Financial Risk Management(Finance) 2.Product & Brand Management (Marketing) 3.Compensation Management (Human Resource) 4.Decision Support Systems (System)	DSE	4	4	20+80
MB305	Discipline Specific Elective – II 1. International Finance(Finance) 2. Promotion & Distribution Management(Marketing) 3.Organization Development (Human Resource) 4. Business Analytics (Systems)	DSE	4	4	20+80
MB306	Interdisciplinary Courses Management Theory and Practice	ID	4	4	20+80
	OR Innovation Management (for all affiliated colleges including constituent colleges in lieu of ID Paper)	Non-ID			
MB307 *	Tutorials Project work Synopses		1	2	25
Total credits at the end of IIIrd Semester			28	29	625

Year-II – Semester IV

Course Code	Course Title	Nature	Credits	HPW	Max Marks (IA+UE) 100
MB401	Strategic Management	Core	5	5	20+80
MB402	Business Intelligence	Core	5	5	20+80
MB403	Supply Chain Management	Core	5	5	20+80
MB404	DS Elective- III 1.Investment Management (Finance) 2.Consumer Behaviour (Marketing) 3.Performance Management (Human Resource) 4.Data Base Management Systems (System)	DSE	4	4	20+80
MB405	DS Elective- IV 1.Banking & Insurance (Finance) 2.Services & Global Marketing (Marketing) 3.Talent & Knowledge Mgt (Human Resource) 4.Software Project Management (System)	DSE	4	4	20+80
MB406	Project Work	-----	1	2	Grade *
MB407	Comprehensive Viva - Voce	-----	1	--	Grade *
Semester Credits			25	25	500
Total credits at the end of IVth and final Semester			49	50	2150
			97	100	

- **ID – INTER DISCIPLINARY**
- **DSE – Discipline Specific Elective**

* Evaluation will be done for 100 marks, which will be converted to equivalent grades.

* **Project Work Synopsis:-** Student must present briefly the research methodology of the project topic he intends to submit in IV semester as project report.