

Programme Structure

Programme Title: Online Master of Business Administration (Online MBA)

Academic Year 2020-21

Summary

Semester	Total Credits	Total Courses	Total Marks
I	27	7	650
II	27	7	650
III	28	7	700
IV	20	3	500
Total	102	24 courses + Project work	2500

Semester I

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBC 101	Principles and Practices of Management	4	40	60	100	60
OMBC 102	Organizational Behaviour	4	40	60	100	60
OMBC 103	Management Accounting	4	40	60	100	60
OMBC 104	Managerial Economics	4	40	60	100	60
OMBC 105	Business Communication	4	40	60	100	60
OMBC 106	Research Methodology	4	40	60	100	60
OMBC 107	Environmental Awareness and Disaster Management	3	50	-	50	45
	Total	27			650	

Semester II

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBC 201	Human Resource Management	4	40	60	100	60
OMBC 202	Marketing Management	4	40	60	100	60
OMBC 203	Financial Management	4	40	60	100	60
OMBC 204	Operations Management	4	40	60	100	60
OMBC 205	Management Information System	4	40	60	100	60
OMBC 206	Strategic Management & Business Policy	4	40	60	100	60
OMBC 207	Entrepreneurship Development	3	50	-	50	45
	Total	27			650	

The List of Specialization for Semester- III and IV

Sr. No.	Specializations
I	Marketing Management (MM)
II	Human Resource Management (HRM)
III	Finance Management (FM)
IV	IT Management (ITM)
V	Project Management (PM)
VI	Operations Management (OM)
VII	Hospital Administration and Health Care Management (HAHM)
VIII	International Business Management (IBM)

Semester III: MM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBM 301	Consumer Behavior	4	40	60	100	60
OMBM 302	Marketing Research	4	40	60	100	60
OMBM 303	Sales & Distribution Management	4	40	60	100	60
OMBM 304	Product and Brand Management	4	40	60	100	60
OMBM 305	Retail Management	4	40	60	100	60
OMBM 306	Marketing of services	4	40	60	100	60
OMBE 307/308	Generic Elective-I	4	40	60	100	60
	Total	28			700	

Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

Semester IV: MM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBM 401	International Marketing	4	40	60	100	60
OMBM 402	Integrated Marketing Communication	4	40	60	100	60
OMBE 403/404	Generic Elective-II	4	40	60	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

Note:For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

Semester III: HRM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBH 301	Manpower Planning	4	40	60	100	60
OMBH 302	Compensation Management	4	40	60	100	60
OMBH 303	Performance & potential Management	4	40	60	100	60
OMBH 304	Labour Laws	4	40	60	100	60
OMBH 305	Training & Development	4	40	60	100	60
OMBH 306	Organisational Design, Development & Change	4	40	60	100	60
OMBE 307/308	Generic Elective-I	4	40	60	100	60
	Total	28			700	

Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

Semester IV: HRM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBH 401	Strategic HR	4	40	60	100	60
OMBH 402	HR Audit	4	40	60	100	60
OMBE 403/404	Generic Elective-II	4	40	60	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

Semester III: FM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBF 301	Capital & Financial Markets	4	40	60	100	60
OMBF 302	Financial Institutions & Banking	4	40	60	100	60
OMBF 303	Taxation	4	40	60	100	60
OMBF 304	International Financial Management	4	40	60	100	60
OMBF 305	Advanced Financial Management	4	40	60	100	60
OMBF 306	Security Analysis & Portfolio Management	4	40	60	100	60
OMBE 307/308	Generic Elective-I	4	40	60	100	60
	Total	28			700	

Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

Semester IV: FM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBF 401	Project Finance & Budgetary Control	4	40	60	100	60
OMBF 402	Insurance & Risk Mgmt	4	40	60	100	60
OMBE 403/404	Generic Elective-II	4	40	60	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

Semester III: ITM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBI 301	Fundamentals of Information Technology	4	40	60	100	60
OMBI 302	C Programming	4	40	60	100	60
OMBI 303	DBMS & Oracle	4	40	60	100	60
OMBI 304	Web Designing and Content Management	4	40	60	100	60
OMBI 305	Software Engineering	4	40	60	100	60
OMBI 306	Enterprise Resource Planning	4	40	60	100	60
OMBE 307/308	Generic Elective-I	4	40	60	100	60
	Total	28			700	

Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

Semester IV: ITM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBI 401	Software Project Mgmt	4	40	60	100	60
OMBI 402	Emerging Trends in IT	4	40	60	100	60
OMBE 403/404	Generic Elective-II	4	40	60	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

Semester III: PM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBP 301	Fundamentals of Project management	4	40	60	100	60
OMBP 302	Project Planning and Scheduling	4	40	60	100	60
OMBP 303	Business laws and Regulations	4	40	60	100	60
OMBP 304	Project Finance & Budgetary Control	4	40	60	100	60
OMBP 305	Project Performance Measurement & Control	4	40	60	100	60
OMBP 306	IT in Projects	4	40	60	100	60
OMBE 307/308	Generic Elective-I	4	40	60	100	60
	Total	28			700	

Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

Semester IV: PM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBP 401	Quantitative Methods in Project Management	4	40	60	100	60
OMBP 402	Project Quality Management	4	40	60	100	60
OMBE 403/404	Generic Elective-II	4	40	60	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

Semester III: OM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBO 301	Production Planning & Control	4	40	60	100	60
OMBO 302	Fundamentals of Project Management	4	40	60	100	60
OMBO 303	Logistics & Supply Chain Management	4	40	60	100	60
OMBO 304	World class manufacturing	4	40	60	100	60
OMBO 305	Operations in Service Industry	4	40	60	100	60
OMBO 306	Statistics & Quantitative Techniques	4	40	60	100	60
OMBE 307/308	Generic Elective-I	4	40	60	100	60
	Total	28			700	

Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

Semester IV: OM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBO 401	Work System Design	4	40	60	100	60
OMBO 402	Technology Management	4	40	60	100	60
OMBE 403/404	Generic Elective-II	4	40	60	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

Semester III: HAHM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBHA 301	Indoor and Outdoor Hospital Services	4	40	60	100	60
OMBHA 302	Ancillary Hospital Services	4	40	60	100	60
OMBHA 303	Legal Aspects of Hospital and Health Management	4	40	60	100	60
OMBHA 304	Marketing of Health Care Services	4	40	60	100	60
OMBHA 305	Community Health & Hospital Safety & Risk Management	4	40	60	100	60
OMBHA 306	Quality Management in HealthCare Services	4	40	60	100	60
OMBE 307/308	Generic Elective-I	4	40	60	100	60
	Total	28			700	

Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

Semester IV: HAHM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBHA 401	Hospital Administration & Bio medical waste Management	4	40	60	100	60
OMBHA 402	Operations Management in Hospitals	4	40	60	100	60
OMBE 403/404	Generic Elective-II	4	40	60	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

Note: For Generic Elective-II course (Course code- (OMBE 403/404)); students can select any one of the following courses.

Course Code	Course Title
OMBE 403	Soft Skill
OMBE 404	Business Ethics and Corporate Governance

Semester III: IBM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBIB 301	International trade, WTO & Trade Policy issues	4	40	60	100	60
OMBIB 302	Business Laws and Regulations	4	40	60	100	60
OMBIB 303	Financial institutions and Banking	4	40	60	100	60
OMBIB 304	International Marketing	4	40	60	100	60
OMBIB 305	International Finance Management	4	40	60	100	60
OMBIB 306	Security Analysis and Portfolio Management	4	40	60	100	60
OMBE 307/308	Generic Elective-I	4	40	60	100	60
	Total	28			700	

Note: For Generic Elective-I course (Course code- (OMBE 307/308)); students can select any one of the following courses.

Course Code	Course Title
OMBE 307	Digital Marketing
OMBE 308	Business English

Semester IV: IBM Specialization

Course Code	Course Title	Credits	Marks		Total Marks	Online course delivery: Learner's engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
OMBIB 401	Foreign Exchange Management	4	40	60	100	60
OMBIB 402	Insurance and Risk Management	4	40	60	100	60
OMBE 403/404	Generic Elective-II	4	40	60	100	60
OMBP 405	Project Work Report	8	-	-	200	-
	Total	20			500	

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