

MOHAN LAL SUKHADIA UNIVERSITY

**MASTER OF BUSINESS ADMINISTRATION
(EXECUTIVE)
(MBA- EXECUTIVE)**

(Effective from Academic Year 2020-2021)

PROGRAMME MBA EXECUTIVE BROCHURE



MBA (Executive) Syllabus

THE PROGRAMME MBA EXECUTIVE

The Master of Business Administration- Executive (MBA-Executive) is a two-year full-time programme. The program shall run in hybrid mode or as per the UGC guidelines. The course structure and programme administration are as follows:

COURSE STRUCTURE

The programme has been organized in two years-First Year and Second Year, each year comprising two semesters. The list of papers offered during First Year and Second Year of the programme shall be as follows:

FIRST YEAR

Semester-I

- MBAEX-101 Management Process and Organizational Behavior
- MBAEX-102 Statistics and Research Methodology
- MBAEX-103 Managerial Economics
- MBAEX-104 Environment Management
- MBAEX-105 Managerial Skill Development
- MBAEX-106 Indian Ethos and Values
- MBAEX-107 Accounting For Managers
- MBAEX-108 Computers Application in Management

Semester-II

- MBAEX-201 Organisation Effectiveness and Changes
- MBAEX-202 Management Sciences
- MBAEX-203 Human Resource Management
- MBAEX-204 Financial Management
- MBAEX-205 Marketing Management
- MBAEX-206 Production and Operation Management
- MBAEX-207 E Commerce
- MBAEX-208 International Business Environment and Management

SECOND YEAR (Third & Fourth Semester)

Compulsory papers:

- MBAEX-301 Business Policy & Strategic Management
- MBA EX-302 Decision Support System & Management Information System
- MBA EX -303 Business Legislation
- MBA EX -401 Business Analytics
- MBA EX -304 Summer Training Project
- MBA EX -402 Project Study

Elective 1: Finance

- MBA EX -3102 Security Analysis & Investment Management
- MBA EX - 3133 Portfolio Management
- MBA EX -3105 Management of Financial Services
- MBA EX -3109 Financial Derivatives
- MBA EX -3110 Project planning, Analysis & Management
- MBA EX -3114 Foreign Exchange Management

Elective 2: Marketing

- MBA EX-3201 Consumer Behavior
- MBA EX-3202 Advertising & Sales Promotion Management
- MBA EX-3203 Strategic Marketing

MBA EX-3205 Sales & Distribution Management
MBA EX-3208 Marketing of Services
MBA EX-3211 Brand Management
MBA EX-3213 Planning & Managing Retail Business
MBA EX-3215 Logistics & Supply Chain Management
MBA EX-3216 Digital Marketing

Elective 3: Human Resource

MBA EX-3301 Management of Industrial Relations
MBA EX-3302 Legal Framework Governing Human Relations
MBA EX-3303 Management Training & Development
MBA EX-3304 Organizational Change & Intervention Strategies
MBA EX-3305 Human Resource Development: Strategies & Systems
MBA EX-3306 Human Resource Planning & Development

Elective 4: Hospital Management

MBAEX-3311: Hospital Planning
MBAEX-3412: Analytics for Health Care Management
MBAEX-3413: Health Care Ethics, Governance and Society
MBAEX-3414: Total Quality Management and Accreditation for Health Care
MBAEX-3415: Public Health Management
MBAEX-3416: Innovations in Health Care and Health Care Entrepreneurship
MBAEX-3417: Regulation and Laws in Health Sector and International Health Systems
MBAEX-3418: Management of Hospital Support Services

Selection of Optional Papers:

Six optional papers to be opted by the candidate will have to be opted from one optional area which will be called as major elective and three optional papers to be opted by the candidate will have to be opted from another optional area which will be called as minor elective.

Out of 6 optional papers of major electives the candidate will opt 4 optional papers in III semester and 2 optional papers in IV semester.

From the minor elective area out of three optional papers two papers will be opted in III semester and one papers in IV semester.

The optional area to be introduced in a session will be notified by the Director in the beginning of the session. It is not necessary to introduce all the optional area in every session.

For every major elective group the minimum number of students must be not less than 10 and number of major elective group to be introduced in a session should be two only.

Summer Training

At the end of second semester, all students will have to undergo summer training of 6-8 weeks with an Industrial organization by taking up a project study. The conditions of successfully completing the program MBA EXe shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Department / Faculty from time to time. Each student will be required to submit a project report to the Department / Faculty for the work undertaken during this period within three weeks of the commencement of the third semester for the purpose of evaluation in the third semester.

MBAEX-304: SUMMER TRAINING PROJECT

At the end of second semester, all students will have to undergo summer and training of 8-10 weeks with industrial, business or service organization by taking up a project study.

MBAEX-402: PROJECT STUDY

The final project will be evaluated at the end of the fourth semester by the internal and external examiners. This would be equivalent to the marks of the two papers