

Integrated MBA Semester 10
Teaching and Evaluation Scheme
Academic Year 2018-19

Sr. No	Subjects	Teaching Scheme				Theory (Marks)		Practical (Marks)		Total (Marks)
		Theory (Hours)	Project (Hours)	Credit						
				Theory	Practical	CIE	SEE	CIE	SEE	
1	060041001-Research Project	-	8	-	4	-	-	40	60	100
2	060041002-Business Analytics	-	8	-	4	-	-	40	60	100
3	060041003-Micro Finance	4	-	4	-	40	60	-	-	100
Marketing Group										
4	060041004-Neuro Marketing	4	-	4	-	40	60	-	-	100
5	060041005-Digital Marketing	4	-	4	-	40	60	-	-	100
6	060041006-Global Logistic and Supply Chain Management	4	-	4	-	40	60	-	-	100
7	060041007-Product Management	4	-	4	-	40	60	-	-	100
Total		20	16	20	8	200	300	80	120	700
Finance Group										
8	060041008-Financial Trading Strategies	4	-	4	-	40	60	-	-	100
9	060041009-Advance Financial Econometrics	-	8	-	4	-	-	40	60	100
10	060041010-Costing	4	-	4	-	40	60	-	-	100
11	060041011-Business Auditing	4	-	4	-	40	60	-	-	100
Total		16	24	16	12	160	240	120	180	700
Human Resource Group										
12	060041012-HRD Audit	4	-	4	-	40	60	-	-	100
13	060041013-Corporate Social Responsibility	4	-	4	-	40	60	-	-	100
14	060041014-Ethics for HR	4	-	4	-	40	60	-	-	100
15	060041015-Labor Law-III	4	-	4	-	40	60	-	-	100
Total		20	16	20	8	200	300	80	120	700
International Business Group										
16	060041016-Neuro Marketing	4	-	4	-	40	60	-	-	100
17	060041017-Corporate Social Responsibility	4	-	4	-	40	60	-	-	100
18	060041018-Behavioral Finance	4	-	4	-	40	60	-	-	100
19	060041019-Digital Marketing	4	-	4	-	40	60	-	-	100
Total		20	16	20	8	200	300	80	120	700
Entrepreneurship Group										
20	060041020-Global Logistics and Supply Chain Management	4	-	4	-	40	60	-	-	100
21	060041021-Essentials of Family Business Management	4	-	4	-	40	60	-	-	100
22	060041022-Ethics for Business	4	-	4	-	40	60	-	-	100
23	060041023-Performance Management System and Strategy	4	-	4	-	40	60	-	-	100
Total		20	16	20	8	200	300	80	120	700