



ARKA JAIN University
Jharkhand (Jamshedpur)

Recognized by **UGC**
Approved by **AICTE**

Scheme of Study of the Program
Master of Business Administration (MBA)
Semester I, II, III & IV
(w.e.f batch 2017)

SEMESTER-I

S.No.	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA	Attendance
1	Management Principles and Organizational Behavior*	4	4	100	70	20	5	5
2	Accounting for Managers*	4	4	100	70	20	5	5
3	Marketing for Managers*	4	4	100	70	20	5	5
4	Managerial Economics-I*	4	4	100	70	20	5	5
5	Quantitative Techniques*	4	4	100	70	20	5	5
6	Business Communication*	4	4	100	70	20	5	5
	Total	24	24	600	420	120	30	30

*Core subjects

SEMESTER-II

S.No.	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA	Attendance
1	Business Research Methods*	4	4	100	70	20	5	5
2	I.T. and Analytical Tools*	4	4	100	70	20	5	5
3	Consumer Behavior*	4	4	100	70	20	5	5
4	Corporate Finance and Accounting*	4	4	100	70	20	5	5
5	Human Resource Management*	4	4	100	70	20	5	5
6	International Business*	4	4	100	70	20	5	5
7	Managerial Economics-II*	4	4	100	70	20	5	5
	Total	28	28	700	490	140	35	35

*Core subjects

SEMESTER-III

S.No	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA **	Attendance
1	Business Law*	4	4	100	70	20	5	5
2	Entrepreneurship Development*	4	4	100	70	20	5	5
3	Marketing Communication#	4	4	100	70	20	5	5
4	Sales & Distribution Management#	4	4	100	70	20	5	5
5	Investment Analysis & Portfolio Management#	4	4	100	70	20	5	5
6	International Financial Management#	4	4	100	70	20	5	5
7	Training & Development#	4	4	100	70	20	5	5
8	Recruitment, Selection & Performance Management#	4	4	100	70	20	5	5
9	Corporate Internship Project#	5	4	100	50	50		
10	Placement Preparation Course>>	Non-credit	2					
	Total	29**	30	**700	470	170	30	30

* Core subjects >> Skill enhancement subject # Elective Course

CIA - Continuous internal Assessment - Based on Class Participation / Assignment

****Note** – Each Student will study Three Mandatory subjects and Four Specialization Subjects

Elective Courses: Every student will study any two of the following specializations
(Marketing, Finance and human Resource Management)

Marketing:

1. Marketing Communication
2. Sales and Distribution Management

Finance:

1. Investment Analysis & Portfolio Management
2. International Financial Management

Human Resource Management:

1. Training & Development
2. Recruitment, Selection & Performance Management

SEMESTER-IV

S.No.	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA **	Attendance
1	Quality and Productivity Management*	4	4	100	70	20	5	5
2	International Marketing#	4	4	100	70	20	5	5
3	Retail Management#	4	4	100	70	20	5	5
4	Business Taxation#	4	4	100	70	20	5	5
5	Financial Markets, Instruments and Financial Strategy#	4	4	100	70	20	5	5
6	Strategic Human Resource Management#	4	4	100	70	20	5	5
7	Industrial Relations and Labour Laws#	4	4	100	70	20	5	5
8	Dissertation Project#	5	5	100	50	50		
9	Placement Preparation Course-II>>	Non-Credit	2					
	Total	25**	27	600**	400	150	25	25

* Core subjects >> Skill enhancement subject # Elective Course

CIA - Continuous internal Assessment - Based on Class Participation / Assignment

****Note** – Each Student will study Two Mandatory subjects and Four Specialization Subject

Elective Courses: Every student will study any two of the following specializations

(Marketing, Finance and human Resource Management)

Marketing:

1. International Marketing
2. Retail Management

Finance:

1. Financial Markets, Instruments and Financial Strategy
2. Business Taxation

Human Resource Management:

1. Strategic Human Resource Management
2. Industrial Relations and Labour Laws

Note: Approved by BOS on dated 12.08.2017 & Approved by council on Dated 17.08.2017