



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 2018)

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	Business Communication	4	4	100	70	20	5	5
2	Management Principles and Organizational Behaviour	4	4	100	70	20	5	5
3	Marketing for Managers	4	4	100	70	20	5	5
4	Accounting for Managers-I	4	4	100	70	20	5	5
5	Quantitative Techniques	4	4	100	70	20	5	5
6	Business Awareness	4	4	100	70	20	5	5
7	Managerial Economics-I	4	4	100	70	20	5	5
8	I.T. for Managers	4	4	100	70	20	5	5
	Total	32	32	800	560	160	40	40

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	Managerial Economics-II	4	4	100	70	20	5	5
2	International Business	4	4	100	70	20	5	5
3	Accounting for Managers-II	4	4	100	70	20	5	5
4	Corporate Finance	4	4	100	70	20	5	5
5	Consumer Behaviour	4	4	100	70	20	5	5
6	Human Resource Management	4	4	100	70	20	5	5
7	Research Methodology and Analytical Tools	4	4	100	70	20	5	5
8	NCFM <<	Non-Credit (Preparatory for Certification)	2	-	-	-	-	-
	Total	28	30	700	490	140	35	35

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

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 25.04.2018 & Approved by council on Dated 01.05.2018