

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY
(Formerly West Bengal University of Technology)
Syllabus of MBA
(Effective from 2023-2024 Admission Session)

CURRICULUM STRUCTURE for MBA
(proposed from 2023-24)

Core Courses (Six / Semester)

Semester – I (Total Credits:4*6=24)

MB – 101	Economics for Managers
MB – 102	Organizational Behavior (Individual, Group, and organization)
MB – 103	Business Laws, Ethics and Governance
MB – 104	Accounting for Managers
MB – 105	Research Methodology & Business Statistics
MB – 106	Entrepreneurship and Digital Transformation

Semester – II (Total Credits:4*6=24)

MB-201	Operations Research
MB-202	Financial Management
MB-203	Marketing Management
MB-204	Operations and Project Management
MB-205	Management Information System
MB-206	Human Resource Management

Semester - III (Total Credits:4*6=24)

Compulsory Paper

MB 301: Corporate Strategy (Credit:6)

**Elective Papers: Three from any one Functional Area (Major basket) and
Two fixed minor papers from other functional area (Minor basket)**

FM/ MM/HR/OM/BA/ MIS/ HCM– 301 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 302 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 303 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 304 (Minor)
FM/ MM/HR/OM/BA/ MIS/ HCM – 305 (Minor)

Semester – IV

Compulsory Paper

MB 401: Comprehensive Viva Voce (Sessional- 100 Marks)

**Elective Papers: Four from any one Functional Area (Major basket) and
Two fixed minor papers from other functional area (Minor basket)**

FM/ MM/HR/OM/BA/ MIS/ HCM– 401 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 402 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 403 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 404 (Major)
FM/ MM/HR/OM/BA/ MIS/ HCM – 405 (Minor)
FM/ MM/HR/OM/BA/ MIS/ HCM – 406 (Minor)

****The Major and Minor Functional areas will be same in the 4th Sem as chosen in the 3rd Semester.**

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY
(Formerly West Bengal University of Technology)
Syllabus of MBA
(Effective from 2023-2024 Admission Session)

Elective Papers for Third Semester
Functional Specialization – Major

MARKETING		OPERATIONS	
MM 301	Marketing Research and Analytics	OM 301	Operations Strategy
MM 302	Integrated Marketing Communication	OM 302	Supply Chain and Logistics Management
MM 303	Consumer Behaviour	OM 303	Quality Toolkit for Managers
FINANCE		HUMAN RESOURCE	
FM 301	Security Analysis and Portfolio Management	HR 301	HR Analytics and Applications
FM 302	Taxation	HR 302	Manpower Planning, Recruitment, and Selection
FM 303	Financial Market and Services	HR 303	Learning & Development
SYSTEM MANAGEMENT		BUSINESS ANALYTICS	
SM 301	System Development and Project Management	BA 301	Data Visualization for Managers
SM 302	Relational Database Management System	BA 302	Modelling Techniques
SM 303	Business Decisions Using Advanced Excel	BA 303	Data Science using R
HEALTH CARE			
HCM 301	Hospital Support Services		
HCM 302	Concept of Health, Disease and Healthcare		
HCM 303	Hospital Planning and Organising		

Functional Specialization – Minor

MARKETING		OPERATIONS	
MM 304	Integrated Marketing Communication	OM 304	Supply Chain and Logistics Management
MM 305	Consumer Behaviour	OM 305	Quality Toolkit for Managers
FINANCE		HUMAN RESOURCE	
FM 304	Taxation	HR 304	Manpower Planning, Recruitment, and Selection
FM 305	Financial Market and Services	HR 305	Learning & Development
SYSTEM MANAGEMENT		BUSINESS ANALYTICS	
SM 304	Relational Database Management System	BA 304	Modelling Techniques
SM 305	Business Decisions using Advanced Excel	BA 305	Data Science using R
HEALTH CARE			
HCM 304	Concept of Health, Disease and Healthcare		
HCM 305	Hospital Planning and Organising		

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY
(Formerly West Bengal University of Technology)
Syllabus of MBA
(Effective from 2023-2024 Admission Session)

Compulsory Paper

MB 481: Comprehensive Viva Voce (Sessional- 100 Marks)

Functional Specialization – Major

MARKETING		OPERATIONS	
MM 401	Product and Brand Management	OM 401	Operations Research Applications
MM 402	Retail Management	OM 402	Supply Chain Analytics
MM 403	Sales & Distribution Management	OM 403	Sales and Operations Planning
MM 404	Service Marketing	OM 404	Management of Manufacturing System
FINANCE		HUMAN RESOURCE	
FM 401	Derivatives and Risk Management	HR 401	Employee Relations & Labour Laws
FM 402	Financial Modelling and Corporate Valuation	HR 402	Managing Diversity, Equity Inclusion (DEI) and Change
FM 403	Managing Bank and Financial Institutions	HR 403	Strategic HRM
FM 404	Personal Financial Planning	HR 404	Performance and Compensation Management
SYSTEM MANAGEMENT		BUSINESS ANALYTICS	
SM 401	Business Intelligence and Big Data	BA 401	Big Data Technology
SM 402	Managing Digital and Social Media Platforms	BA 402	Data Mining
SM 403	Strategic Management for IT	BA 403	Data Analytics using Python
SM 404	E-commerce and Digital Markets	BA 404	Application of Analytics in Business
HEALTH CARE			
HCM 401	Financial Management in Healthcare Sector		
HCM 402	HR and Marketing in Hospitals and Healthcare Organizations		
HCM 403	Quality Assurance and Technology in Healthcare		
HCM 404	Legal Aspects of Healthcare Administration		

Functional Specialization – Minor

MARKETING		OPERATIONS	
MM 405	Sales & Distribution Management	OM 405	Sales and Operations Planning
MM 406	Service Marketing	OM 406	Management of Manufacturing System
FINANCE		HUMAN RESOURCE	
FM 405	Managing Bank and Financial Institutions	HR 405	Strategic HRM
FM 406	Personal Financial Planning	HR 406	Performance and Compensation Management
SYSTEM MANAGEMENT		BUSINESS ANALYTICS	
SM 405	Strategic Management for IT	BA 405	Data Analytics using Python
SM 406	E-commerce and Digital Markets	BA 406	Application of Analytics in Business
HEALTH CARE			
HCM 405	Quality Assurance and Technology in Healthcare		
HCM 406	Legal Aspects of Healthcare Administration		