

Course Name: Master of Business Administration (Marketing Management) Semester 3

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/301/MAR	Brand Management	4	DSC	4	3	70	35	30	15	100	350
2	MBA/302/MAR	Service Marketing	4	DSC	4	3	70	35	30	15	100	
3	MBA/303/MAR	International Marketing	4	DSC	4	3	70	35	30	15	100	
4	MBA/304/MAR	Marketing Analytics	4	DSC	4	3	70	35	30	15	100	
5	MBA/305/MAR / MBA/306/MAR	Advertising and Media Planning / Digital Marketing	4	DSE	4	3	70	35	30	15	100	
6	MBA/307MAR	Introduction to Supply Chain Management	4	DSC	4	3	70	35	30	15	100	
7	MBA/308	UHV 1	4	DSC	4	Internal Assessment				100		
Total			28		28					700	350	

MBA SEMESTER III
MBA IN MARKETING MANAGEMENT

Sr. No.	Subject Code	Name of Subject	Course Type
1	MBA/301/MAR	Brand Management	DSC
2	MBA/302/MAR	Service Marketing	DSC
3	MBA/303/MAR	International Marketing	DSC
4	MBA/304/MAR	Marketing Analytics	DSC
5	MBA/305/MAR / MBA/306/MAR	Advertising and Media Planning / Digital Marketing	DSE
6	MBA/307/MAR	Introduction to Supply chain Management	DSC
7	MBA/308	UHV 1	DSC

MBA/301/MAR
BRAND MANAGEMENT

COURSE OUTCOMES: After completion of this course the students will be able to

CO	Course Outcome
1	Defining key concepts in brand management, including brand identity, brand equity, and brand positioning.
2	Understanding the differences between brand identity and brand image
3	Understand the importance of ethical branding and the impact of social responsibility on brand image.
4	Stay updated with the latest industry trends and adapt brand strategies accordingly to remain competitive.

Unit 1: Introduction to Brand Management - Understanding Branding Concepts, The Role of Branding in Marketing, Branding History and Evolution, Brand Equity and Brand Value, Brand Identity and Brand Image, Brand Management Challenges

Unit 2: Brand Strategy and Development - Defining Brand Vision and Purpose, Target Audience and Segmentation, Brand Positioning and Differentiation, Brand Architecture and Portfolios, Brand Extension and Line Extension, Rebranding and Brand Revitalization

Unit 3: Brand Communication and Promotion - Integrated Marketing Communications (IMC), Advertising and Brand Promotion, Public Relations and Brand Reputation, Digital Branding and social media, Content Marketing for Branding, Measuring Brand Communication Effectiveness

Unit 4: Brand Performance and Monitoring - Brand Metrics and Key Performance Indicators (KPIs), Brand Audits and Assessments, Brand Tracking and Market Research, Customer Feedback and Brand Perception, Brand Crisis Management, Brand Growth Strategies

Reference Books: -

1. Keller, K. L. (2016). **Strategic brand management: Building, measuring, and managing brand equity.** Pearson.
2. Aaker, D. A. (2012). **Building strong brands.** Simon and Schuster.
3. Kapferer, J. N. (2012). **The new strategic brand management: Advanced insights and strategic thinking.** Kogan Page.
4. Srivastava, R. K. (2014). **Brand Management: Principles and Practices.** Himalaya Publishing House.
5. Ramanathan, R., & Subramanian, B. (2012). **Brand Management: Indian Context.** PHI Learning.
6. Batra, R., Myers, J. G., & Aaker, D. A. (2019). **Advertising Management.** Pearson.
7. Krishnan, V. S. (2019). **Brand Management: Text and Cases.** Himalaya Publishing House.
8. Das, G., & Kumar, S. (2016). **Branding and Advertising.** Oxford University Press.
9. Rajagopal (2016). **Brand Building and Advertising: Creating Brand Value.** Oxford University Press.
10. Ambler, T., & Vakratsas, D. (2016). **Building Brand Value the Playboy Way.** Penguin.

MBA/302/MAR
SERVICE MARKETING

COURSE OUTCOMES: After completion of this course the students will be able to

CO	Course Outcome
1	Understand unique service characteristics and their impact on marketing.
2	Develop strategies to enhance customer experiences and drive loyalty.
3	Utilize service-specific tools for quality and recovery.
4	Analyze and adapt marketing approaches for various service sectors.

Unit 1: Introduction to Service Marketing

Characteristics of Services, The Service Marketing Mix (7Ps), Role of Services in the Economy, Customer-Centric Service Strategies, Service Quality and Customer Satisfaction, Challenges in Service Marketing

Unit 2: Service Design and Delivery

Service Blueprinting and Process Design, Customer Contact Points and Moments of Truth, Service Innovation and New Service Development, Managing Service Failures and Recovery, Employee Role in Service Delivery, Service Technology and Automation

Unit 3: Managing Customer Relationships in Services

Customer Expectations and Perceptions, Service Personalization and Customization, Customer Loyalty and Retention Strategies, Complaint Handling and Service Guarantees, Measuring Service Quality and Customer Feedback, Building a Service Culture

Unit 4: Service Marketing Challenges and Trends

Globalization of Services, E-services and Online Service Delivery, Sustainable Services, Ethical Considerations in Service Marketing, Legal and Regulatory Issues in Services, Future Trends in Service Marketing

Reference Books: -

1. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2022). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education.
2. Lovelock, C., & Wirtz, J. (2021). *Services Marketing: People, Technology, Strategy*. Pearson.
3. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1991). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*, 67(4), 420-450.
4. Valarie, Z., A. (2018). *Services Marketing: Integrating Customer Focus Across the Firm*. Pearson.
5. Hoffman, K. D., & Bateson, J. E. G. (2017). *Services Marketing: Concepts, Strategies, & Cases*. Cengage Learning.
6. Bhattacharyya, S. K. (2017). *Services Marketing: A Managerial Approach*. PHI Learning.
7. Bansal, H. S., & Pandey, S. K. (2015). *Services Marketing: Text and Cases*. Excel Books.
8. Rajendra, N., & Muthiah, A. (2015). *Services Marketing: Text and Cases*. Pearson.
9. Datta, K. (2019). *Services Marketing: Text and Cases*. McGraw-Hill Education.
10. Mathur, U. C. (2018). *Services Marketing: Text and Cases*. PHI Learning.

MBA/303/MAR
INTERNATIONAL MARKETING

COURSE OUTCOMES: After completion of this course the students will be able to

CO	Course Outcome
1	Develop the ability to analyze and evaluate global markets, considering cultural, economic, and political factors that influence international business decisions.
2	Acquire cross-cultural competence by understanding cultural differences and their impact on consumer behavior and marketing strategies.
3	Gain knowledge of international trade laws and regulations, enabling students to navigate legal challenges in global marketing.
4	Understand global consumer trends and preferences, and learn how to conduct market research in international contexts.

Unit 1: Introduction to International Marketing

Globalization and International Business, Benefits and Risks of International Marketing, International Market Entry Strategies, Cultural Factors in International Marketing, Political and Legal Considerations, Ethical Issues in International Marketing

Unit 2: International Market Research and Analysis

International Market Assessment and Selection, Competitive Analysis in Global Markets, Market Entry Modes and Exporting, International Market Segmentation and Targeting, Market Adaptation and Standardization, International Marketing Planning and Strategy

Unit 3: International Marketing Mix

Product and Service Strategies in Global Markets, Pricing Strategies in International Marketing, International Distribution and Channel Management, International Promotion and Advertising, Managing International Marketing Communications, Supply Chain and Logistics in Global Markets

Unit 4: Global Market Expansion and Adaptation

Global Branding and Positioning, Cross-Cultural Marketing, E-commerce and International Marketing, International Marketing Metrics and Performance Measurement, International Marketing Challenges and Crisis Management, Future Trends in International Marketing.

Reference Books: -

1. Czinkota, M. R., Ronkainen, I. A., & Moffett, M. H. (2019). International Business. Wiley.
2. Keegan, W. J., & Green, M. C. (2020). Global Marketing. Pearson.
3. Madura, J. (2018). International Financial Management. Cengage Learning India.
4. Jain, S. C. (2018). International Marketing Management. Oxford University Press.
5. Kothari, C. R. (2018). Research Methodology: Methods and Techniques. New Age International.
6. Mohan, R., & Jain, S. (2015). International Marketing: Indian Experiences. PHI Learning.
7. Khanna, K. K. (2016). International Marketing Management. Excel Books.

MBA/304/MAR
MARKETING ANALYTICS

COURSE OUTCOMES: After completion of this course the students will be able to

CO	Course Outcome
1	Develop proficiency in data collection, management, and interpretation to extract actionable insights for marketing decisions.
2	Gain hands-on experience with marketing analytics tools and software for data visualization, statistical analysis, and predictive modeling.
3	Understand consumer behavior through data analysis, enabling the development of customer-centric marketing strategies.
4	Learn to measure and maximize return on investment (ROI) for marketing campaigns through data-driven evaluation.

Unit 1: Introduction to Marketing Analytics

The Role of Analytics in Marketing, Data Sources and Collection Methods, Data Analysis Tools and Software, Key Metrics and Performance Indicators, Marketing Analytics in Decision Making, Ethical Considerations in Marketing Analytics

Unit 2: Customer Analytics and Segmentation

Customer Segmentation and Profiling, Predictive Analytics for Customer Behavior, Customer Lifetime Value (CLV), Churn Prediction and Retention Strategies, A/B Testing and Experimentation, Personalization and Recommendations

Unit 3: Market and Competitive Analysis

Market Trends and Competitive Benchmarking, Market Basket Analysis and Cross-Selling, Competitive Intelligence and SWOT Analysis, Price Elasticity and Demand Forecasting, Market Research and Consumer Insights, Competitor Analysis Tools and Techniques

Unit 4: Marketing Campaign Analytics

Digital Marketing Analytics, Social Media Analytics, Email Marketing Metrics, Content Marketing Performance, Marketing Attribution Modeling, Marketing Dashboards and Reporting

Reference Books:

1. Kumar, V. (2021). *Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques*. Pearson.
2. King, R., & Yoo, D. (2019). *Marketing Analytics: Data-Driven Techniques with Microsoft Excel*. Wiley.
3. Farris, P. W., Bendle, N. T., Pfeifer, P. E., & Reibstein, D. J. (2020). *Marketing Metrics: Th Paul, J., & Sikdar, K. (2019). Marketing Analytics: A Practical Approach*. SAGE Publications.
4. Gupta, R. K., & Srivastava, S. (2019). *Marketing Analytics: From Data to Decisions*. Pearson.
5. Basu, S. (2019). *Marketing Analytics: An Effective Way to Understand Consumers*. Excel Books.
6. Vohra, R. (2018). *Marketing Analytics: Innovative Models and Methods*. PHI Learning.
7. Sharma, S., & Panigrahi, R. (2021). *Marketing Analytics: A Comprehensive Guide for Beginners*. Springer.
8. Bhargava, S. (2018). *Marketing Analytics: A Guide to Data-Driven Marketing Strategy*. Wiley.
9. Verma, M., & Ahuja, V. (2018). *Marketing Analytics: A Practical Approach to Real Marketing Science*. SAGE Publications

MBA/305/MAR
ADVERTISING AND MEDIA PLANNING

COURSE OUTCOMES: After completion of this course the students will be able to

CO	Course Outcome
1	Explore various media channels, such as print, digital, television, radio, and social media, and understand their strengths and limitations.
2	Analyze consumer behavior and psychology to create advertisements that resonate with target audiences.
3	Develop skills in strategic media planning, including setting objectives, budget allocation, and media channel selection.
4	Understand the process of media buying, negotiation, and placement to maximize the impact of advertising budgets.

Unit 1: Introduction to Advertising and Media Planning

The Role of Advertising in Marketing, Advertising as Communication, The Advertising Industry and Agencies, Advertising Ethics and Regulations

Unit 2: Consumer Behavior and Target Audience Analysis

Understanding Consumer Behavior, Target Audience Identification, Segmentation and Positioning, Consumer Insights for Advertising

Unit 3: Advertising Strategies and Message Development

Advertising Objectives and Goals, Creative Strategy and Message Development, Media Selection and Planning, Media Buying and Negotiation

Unit 4: Advertising Effectiveness and Evaluation

Measuring Advertising Effectiveness, Ad Testing and Pre-Post Campaign Evaluation, Return on Investment (ROI) in Advertising, Emerging Trends in Advertising and Media Planning

Reference Books: -

1. Belch, G. E., & Belch, M. A. (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education.
2. Wells, W., Burnett, J., & Moriarty, S. (2018). Advertising: Principles and Practice. Pearson.
3. Percy, L., & Elliott, R. (2012). Strategic Advertising Management. Oxford University Press.
4. Sengupta, S. (2019). Advertising: Theory and Practice. PHI Learning.
5. Chopra, S. (2015). Advertising and Sales Promotion. Tata McGraw-Hill Education.
6. Bhattacharyya, S. (2017). Advertising: A Very Short Introduction. Oxford University Press.
7. Dhar, R. L. (2018). Advertising and Sales Management. Vikas Publishing House.
8. Kapil, R., & Gupta, P. (2015). Advertising Management and Sales Promotion. Kalyani Publishers.

MBA/306/MAR
DIGITAL MARKETING

COURSE OUTCOMES: After completion of this course the students will be able to

CO	Course Outcome
1	Learn to design and optimize websites, create engaging content, and understand the role of user experience (UX) in digital marketing.
2	Develop skills in email marketing, including list building, campaign design, and automation for nurturing leads and retaining customers.
3	Understand the use of social media platforms for brand promotion, engagement, and community building.
4	Utilize analytics tools to measure digital marketing performance and make data-driven decisions for continuous improvement.

Unit 1: Introduction to Digital Marketing

The Digital Marketing Landscape, Digital Marketing vs. Traditional Marketing, Digital Marketing Channels and Platforms, Digital Marketing Strategy Development

Unit 2: Website and Content Strategy

Website Design and User Experience (UX), Search Engine Optimization (SEO), Content Creation and Content Marketing, Blogging and Content Management

Unit 3: Social Media and Online Advertising

Social Media Marketing, Paid Advertising (PPC and Display Ads), Email Marketing and Marketing Automation, Online PR and Influencer Marketing

Unit 4: Analytics and Optimization

Web Analytics and Metrics, Data-Driven Decision Making, Conversion Rate Optimization (CRO), Emerging Trends in Digital Marketing

Reference Books:

1. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation, and Practice. Pearson.
2. Smith, R., & Zook, Z. (2018). Digital Marketing for Dummies. Wiley.
3. Ryan, D., & Jones, C. (2019). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page.
4. Dave, C. (2020). Digital Marketing: Strategy and Implementation. Vikas Publishing House.
5. Kapoor, K. K., & Singh, A. (2017). Digital Marketing and E-commerce. SAGE Publications.
6. Kannan, P. K., & Li, H. (2017). Digital Marketing: Global Strategies from the World's Leading Experts. Routledge.
7. Chaffey, D. (2019). Total E-mail Marketing. Butterworth-Heinemann.
8. Fawzy, N. (2018). Digital Marketing: An Integrated and Practical Approach. Excel Books.

MBA/307/MAR

INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

CO	COURSE OUTCOMES
1	Fundamental Concepts: Understand the fundamental concepts of supply chain management.
2	Significance Awareness: Recognize the importance of supply chain management in business operations.
3	Component Identification: Identify key components and processes within a supply chain.
4	Tech Utilization: Comprehend the role of technology in enhancing supply chain management.

Unit 1: Fundamentals of Supply Chain Management: Understanding Supply Chain Concepts, Role and Importance of Supply Chain Management, Historical Evolution of Supply Chains, Key Supply Chain Processes and Components, Supply Chain Stakeholders and Their Roles

Unit 2: Supply Chain Strategies and Models: Supply Chain Strategy Development, Supply Chain Design Models, Lean vs. Agile Supply Chains, Risk Management in Supply Chains, Sustainability in Supply Chain Strategies

Unit 3: Supply Chain Integration: Cross-Functional Collaboration, Information Sharing in Supply Chains, Technology and Supply Chain Integration, Supply Chain Performance Measurement

Unit 4: Demand and Supply Management: Demand Forecasting Methods, Supply Chain Planning and Coordination, Inventory in Demand and Supply Management, Managing Demand Variability, JIT and MRP in Supply Chain Operations

Unit 5: Global Supply Chain Management: Globalization and Its Impact on Supply chains, Global Sourcing and Procurement, International Transportation and Trade Regulations, Cultural and Legal Aspects in Global Supply Chain, Supply Chain Resilience in a Global Context

Reference Books:

1. "Introduction to Materials Management" by J. R. Tony Arnold, Stephen N. Chapman, and Lloyd M. Clive.
2. "Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl.
3. "The Handbook of Logistics and Distribution Management" by Alan Rushton, Phil Croucher, and Peter Baker.

MBA 308

UNIVERSAL HUMAN VALUES - I

CO#	Course Outcome
1	Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
2	Analyze the value of harmonious relationships based on trust and respect in their life and profession.
3	Examine the role of a human being in ensuring harmony in society and nature and Apply the understanding of ethical conduct to formulate the strategy for ethical life and profession.

Unit 1: - Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness, and Prosperity – the Basic Human Aspirations, Right Understanding, Relationship and Physical Facility, Happiness and Prosperity – Current Scenario, Method to fulfil the Basic Human Aspirations. Understanding Human being as the Co-existence of the Self and the Body, distinguishing between the Needs of the Self and the Body, The Body as an Instrument of the Self, Understanding Harmony in the Self, Harmony of the Self with the Body, Program to ensure self-regulation and Health.

Unit 2: - Harmony in the Family – the Basic Unit of Human Interaction, Values in Human-to-Human Relationship, Nine universal values in relationships viz. Trust, Respect, Affection, Care, Guidance, Reverence, Glory, Gratitude, Love.

Unit 3: - Understanding Harmony in Society, Vision for the Universal Human Order, Human Order Five Dimension.

Unit 4: - Understanding Harmony in the Nature, self-regulation & mutual fulfillment among the Four orders of Nature, Realizing Existence as co-existence at all levels holistic perception of harmony in existence.

Textbooks:

1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010.
2. A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G P Bagaria, 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034-47-1

Reference Books:

1. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
4. On Education – J Krishnamurthy

Course Name: Master of Business Administration (Marketing Management) Semester 4

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/401	Corporate and Social Responsibility	4	DSC	4	3	70	35	30	15	100	250
2	MBA/402	UHV 2	4	DSC	4	3	70	35	30	15	100	
3	MBA/403/MAR	Internship Project Report & Viva-Voce	6	RP	6	---	100	50	100	50	200	
4	MBA/404/MAR	Case Study Preparations and Presentations	4	Case Study	4	---	Internal Assessment				100	
Total			18		18						500	250

MBA 401

Corporate and Social Responsibility

CO#	Course Outcome
1	Understanding of corporate governance principles and their importance for business sustainability
2	Analyze and interpret various theoretical perspectives on corporate governance to inform strategic decision-making.
3	Apply practical governance mechanisms and best practices to enhance transparency, accountability, and risk management.
4	Integrate CSR principles into corporate governance frameworks to promote ethical conduct, stakeholder engagement, and social responsibility.

Unit 1: Introduction to Corporate Governance

Definition of Corporate Governance, Historical Evolution, Principles of Corporate Governance, Theoretical Frameworks, Corporate Governance Structures, Global Perspectives.

Unit 2: Theoretical Perspectives on Corporate Governance

Agency Theory, Stakeholder Theory, Shareholder vs. Stakeholder Approaches, Ethical Considerations, Governance Models, Governance Failures

Unit 3: Corporate Governance Mechanisms

Board of Directors, Executive Compensation, Auditing and Financial Reporting, Risk Management, Shareholder Activism, Governance Codes and Guidelines

Unit 4: Corporate Social Responsibility (CSR) and Integration with Corporate Governance

Concept of CSR, Business Ethics, CSR Strategies, CSR Reporting and Transparency, Integration with Governance, Future Trends.

Reference Books:

1. Agarwal, R. N., Agrawal, N. M. (Indian Author). (Year). Corporate Governance: Principles, Policies, and Practices.
2. Das, Bhagwan. (Indian Author). (Year). Corporate Governance and Accountability: Text and Cases.
3. Basu, Sudipta. (Indian Author). (Year). Corporate Governance: Theory and Practice. Publisher.
4. Gupta, C. B. (Indian Author). (Year). Corporate Governance: Concepts and Cases. Publisher.

MBA/402

UNIVERSAL HUMAN VALUES-II

CO#	Course Outcome
1	Understand and nurture emotional bonds, trust, and respect for harmonious human interactions.
2	Evaluate systems for societal well-being, addressing misunderstandings and fostering mutual enrichment.
3	Recognize interconnectedness in nature and society, promoting a holistic view of harmony.
4	Establish ethical foundations and competence, transitioning to value-based living and work in a universal order.

UNIT -1 Harmony in the Family:

Feelings, Justice in Human-to-Human Relationship, Vision for the Universal Human Order, Exploring the Feeling of Trust, Exploring the Feeling of Respect

UNIT-2 Harmony in the Society: Human Goal

Exploring Systems to fulfil Human Goal and Gross Misunderstanding / Self Reflection

Human Order, Systems / Dimensions -

1. Education – Sanskar
2. Health – Self-regulation
3. Production – Work
4. Justice – Preservation
5. Exchange – Storage

Mutually Enriching, Cyclic Process

UNIT-3 Harmony in the Nature / Existence:

Understanding Harmony in the Nature, Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature, Realizing Existence as Co-existence at All Levels, The Holistic Perception of Harmony in Existence

UNIT- 4 Implications of the Holistic Understanding – a Look at Professional Ethics:

Natural Acceptance of Human Values, Definitiveness of (Ethical) Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics, Holistic Technologies, Production Systems and Management Models-Typical Case Studies, Strategies for Transition towards Value-based Life and Profession, among the Four Orders of Nature, Realizing Existence as Co-existence at All Levels, The Holistic Perception of Harmony in Existence

Suggested Readings:

1. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3. The Story of Stuff (Book).
4. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
5. Small is Beautiful - E. F Schumacher.

Master of Business Administration

SEMESTER IV

Course Name: - MBA in Marketing Management

MBA/403/MAR

Internship Project Report & Viva-Voce

a. Dissertation / Research Project (SIP/OJT/FP) for MBA Students

i. Overview

1. To graduate with a degree in Management, fourth-semester students undertake a research project focusing on their chosen specialization. This project aims to deepen their understanding of key concepts, explore emerging market trends, gain practical experience, and develop solutions to real-world business problems. Students submit their project reports for evaluation by internal and external examiners for receiving their final grade. The assessment is determined through an external viva-voce examination held after the completion of their project.

ii. Credits and Duration

1. The RP is worth six credits, and each credit is equivalent to 15 - 30 hour of effective work. This means that students are expected to work on their RP for a total of 60-90 days over the twelve-week period.

iii. Approval Process

1. Before commencing the SIP, students must seek advance written approval from their faculty guide and the Head of the Department.

iv. Evaluation

1. The RP is evaluated in following ways:
 - a. **Internal / External viva-voce:** After the completion of RP, students will participate in an external viva-voce examination for their RP. The viva-voce will be conducted by a panel of external examiners and internal examiner and will be worth 200 marks combined. (100 marks for external and 100 marks for internal examiners)

v. SIP Report must contain

- Institute's Certificate
- Certificate by the Company
- Formal feedback from the company guide
- Executive Summary
- Organization profile
- Outline of the problem/task undertaken
- Research methodology & data analysis (in case of research projects only)
- Relevant activity charts, tables, graphs, diagrams, AV material, etc.
- Learning of the student through the project
- Contribution to the host organization
- References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

MBA/404/MAR

Case Study Preparation and Presentation

b. Case Study Preparation and Presentation for MBA Students

i. Overview

1. Each student or a group of students will require to present their findings in the form of a case study.

ii. Credits and Duration

1. The Case study is worth six credits, and each credit is equivalent to 6 hours of effective work. This means that students are expected to work on inside the classroom for a total of 48 hours over the eight-week period.

iii. Approval Process

1. Before commencing the case study, students must seek advance written approval from their faculty guide and the Head of the Department. Students must also identify the topics for case study based on their either research project or Internship project.

iv. Evaluation

1. The Case study is evaluated in following ways:
 - a. **Internal evaluation:** The Project guide along with subject expert will evaluate the student's work based on the nature and quantum of work undertaken, the effectiveness of the work, and the overall professionalism of the student. The viva-voce will be conducted by a panel of internal examiners and will be worth 100 marks.