TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC Accredited Grade "A" Institute

Department of Management Sciences
MASTER OF BUSINESS ADMINISTRATION – MBA

Ref. No.: TIAS/MBA/2021-22/048   **Dated: 01.12.2018**

Subject: PROGRAMME STRUCTURE (Session 2018-19)

Reference to Scheme of Examination & Syllabi of Master of Business Administration w.e.f. Academic Session 2018-19 onwards of Guru Gobind Singh Indraprastha University, the Department of Management Sciences of the Tecnia Institute of Advanced Studies' for it's Postgraduate program in Management i.e. MBA has following program outcomes.

PROGRAMME STRUCTURE

Code No.	Paper	L	T/P	Credits	Type of Course
FIRST SEMESTER					
MS 101	Management Process & Organizational Behavior	4	-	4	Core
MS 103	Decision Sciences	4	-	4	Core
MS 105	Managerial Economics	4	-	4	Core
MS 107	Accounting of Management	4	-	4	Core
MS 109	Information Technology Management	3	-	3	Ability Enhancement Course
MS 111	Business Communication	4	-	4	Ability Enhancement Course
MS 113	Legal Aspects of Business	4	-	4	Core
MS 151	Information Technology Management Lab	-	2	1	Ability Enhancement Course
MS 115	Managerial Skills Development (NUES)*	2	-	2	Ability Enhancement Course
	Total	**29**	**2**	**30**	
Open Course offered under CBCS Scheme by USMS					
MS 101	Management Process & Organizational Behavior	4	-	4	
MS 111	Business Communication	4	-	4	
MS 115	Managerial Skills Development (NUES)*	2	-	2	

* NUES: NON UNIVERSITY EXAMINATION SYSTEM
*Choice Based Credit System

Note: Students of other University Schools of Studies can take a maximum of two open courses in one semester.

Industrial Visit:

There will be at least one Industrial Visit for the students in the 1st Year either in the First Semester or Second Semester. The students will be required to submit a report and present the same to their Industrial Visit In-Charge.

SECOND SEMESTER					
Code No.	Paper	L	T/P	Credits	Type of Course
MS 102	Management of Technology, Innovation and Chage	4	-	4	Core & Inter Disciplinary
MS 104	Financial Management	4	-	4	Core
MS 106	Marketing Management	4	-	4	Core
MS 108	Business Research Methods	4	-	4	Core & Inter Disciplinary
MS 110	Operations Management	4	-	4	Core
MS 112	Human Resources Management	4	-	4	Core
MS 114	E-Business	4	-	4	Core & Inter Disciplinary
MS 116	Business Analytics (NUES)*	2	-	2	Ability Enhancement Course
	Total	30	-	30	
Open Course offered under CBCS Scheme by USMS					
MS 104	Financial Management	4	-	4	
MS 106	Marketing Management	4	-	4	
MS 112	Human Resources Management	4	-	4	

* NUES: NON UNIVERSITY EXAMINATION SYSTEM
**Choice Based Credit System

Note:

(1) Students of other University Schools of Studies can take a maximum of two open courses in one semester.
(2) The Student is required to undergo Summer Traning of Six to Eight Weeks immediately after the final Exam of 2nd Semester and obtain a Certificate of Training from the organization as per the format prescribed.

	THIRD SEMESTER				
Code No.	Paper	L	T/P	Credits	Type of Course
MS 201	Summer Training Report	-	-	4	Ability Enhancement Course
MS 203	Management of International Business	4	-	4	Core
MS 205	Information Systems Management	4	-	4	Core
MS 207	Entrepreneurship Development	4	-	4	Core & Inter Disciplinary
MS 209	Business Simulation and Games (NUES)*	2	-	2	Ability Enhancement Course
	ELECTIVE-I	3	-	3	
	ELECTIVE-II	3	-	3	
	ELECTIVE-III	3	-	3	
	ELECTIVE-IV	3	-	3	
	ELECTIVE-V	3	-	3	
	Total	29	-	30	
Open Course offered under CBCS Scheme by USMS					
MS 203	Management of International Business	4	-	4	
MS 207	Entrepreneurship Development	4	-	4	

* NUE S: NON UN IVE RSITY EXAM INAT ION SYS TEM
**Choice Based Credit System

Note:

1. All students must specialize in one major and one minor area. Five papers must be taken from the major area and three papers from the minor area of specialization in total.
2. Three elective papers must be taken in the third semester and two elective papers in the fourth semester from the area selected for major specialization.
3. Students opting for Operations & Analytics specializations must select distinct courses in Major and Minor specialization.
4. For Project Dissertation to be done in 4   Semester, the allocation of Project Guide and selection of Topic will be done in the 3rd Semester and notified .
5. Students of other University Schools of Studies can take a maximum of two open courses in one semester
6. The Students can undertake Education cum Industrial Tour to any station within India or Abroad (optional) with the prior permission of Dean/Director.

LIST OF ELECTIVES

I.   MARKETING
        MS 211 - Consumer Behavior
        MS 213 - Sales and Distribution Management
        MS 215 - International Marketing
        MS 217 - Services Marketing
        MS 219 - Customer Relationship Management

II.   FINANCE
        MS 221- International Financial Management
        MS 223 - Financial Markets and Institutions
        MS 225 - Security Analysis and Investment Management
        MS 227 - Corporate Tax Planning
        MS 229 - Financial Econometric
        MS 269 - Project Management

III.   HUMAN RESOURCE
        MS 231 - Compensation Management
        MS 233 - Industrial Relations and Labor Laws
        MS 235 - Trainingand Development
        MS 237 - Performance Management
        MS 239 - Talent Management

IV.   INFORMATION TECHNOLOGY
        MS 241 - Systems Analysis and Design
        MS 243 - Enterprise Systems
        MS 245 - Network Applications and Management
        MS 247 - Database Management Systems - 2 credits
        MS 249 - Information Security Management
        MS 261- Database Management Systems Lab - 1 credit

Note: The Lab MS 261 is a part of course MS 247 and the students opting for MS 247 will also study MS 261.

V.   INTERNATIONAL BUSINESS
        MS 251 - International Business Environment
        MS 253 - Export, Import Policies, Procedure s, and Documentation
        MS 255 - WTO and Intellectual Property Rights
        MS 257 - International Economics
        MS 259 - International Business Negotiation

VI.   Operations & Analytics
        MS 243- Enterprise Systems
        MS 247- Database Management Systems - 2 credits
        MS 263- Operations and Supply Chain Management
        MS 265- Advanced Business Analytics
        MS 267- Services Operations Management
        MS 269- Project Management
        MS 261- Database Management Systems Lab - 1 credit

FOURTH SEMESTER					
Code No.	Paper	L	T/P	Credits	Type of Course
MS 202	Project Dissertation	-	-	6	Ability Enhancement Course
MS 204	Business Intelligence and Applications	3	-	3	Core
MS 206	Strategic Management	3	-	3	Core
MS 208	Corporate Social Responsibility, Human Values & Ethics	3	-	3	Ability Enhancement Course
	ELECTIVE-I	3	-	3	
	ELECTIVE-II	3	-	3	
	ELECTIVE-III	3	-	3	
	Total	21	-	24	
Open Course offered under CBCS Scheme by USMS					
MS 208	Corporate Social Responsibility, Human Values & Ethics	3	-	3	

*Choice Based Credit System

NOTE:
  (1) Students of other University Schools of Studies can take a maximum of two open courses in one semester
  (2) Syllabus for the Fourth Semester papers shall be completed by April 15 every year and for the remaining period of the Academic Calendar the students will be required to complete the project and submit the same.

LIST OF ELECTIVES

I.   MARKETING
- MS 212 – Retail Management
- MS 214 - Advertising and Brand Management
- MS 216 – Internet Marketing
- MS 218 – Business Marketing

II.   FINANCE
- MS 220 – Strategic Financial Management
- MS 222 - Mergers, Acquisitions and Corporate Restructuring
- MS 224 - Financial Derivatives
- MS 226 – Behavioral Finance

III.   HUMAN RESOURCE
- MS 228 – Strategic Human Resource Management
- MS 230 - Organizational Development
- MS 232 - Team Building
- MS 234 - Behaviour Testing & Counseling

IV.   INFORMATION TECHNOLOGY
- MS 236 – Digitization and E-governance
- MS 238 - Software Project Management
- MS 240 - Web Technologies   -   2 credits
- MS 242 - Knowledge Management
- MS 252 – Web Technologies Lab. -   1 credit

Note: The Lab MS 252 is a part of course MS240 and the students opting for MS 240 will also study MS 252.

V.   INTERNATIONAL BUSINESS
- MS 244 - Global Competitiveness and Strategic Alliance
- MS 246 – Supply Chain Management for International Business
- MS 248 - Managing Diversity
- MS 250 – Global Strategic Management

VI.   OPERATIONS & ANALYTIC
- MS 216 – Internet Marketing
- MS 236 – Digitization and E-governance
- MS 240 - Web Technologies
- MS 252 – Web Technologies Lab.
- MS 254 – Supply Chain Analytic