

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade "A" Institute

Department of Management Sciences
MASTER OF BUSINESS ADMINISTRATION - MBA

Ref. No.: TIAS/MBA/2021-22/105

Dated: 01.12.2021

Subject: PROGRAMME STRUCTURE (Session 2021-22)

Reference to Scheme of Examination & Syllabi of Bachelor of Business Administration w.e.f. Academic Session 2021-22 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

FIRST SEMESTER					
Code No.	Paper	Type	L	TIP	Credits
MS 101	Management Process and Organizational Behavior	Core/Open Elective	3	-	3
MS 103	Quantitative Techniques	Core	3	-	3
MS 105	Managerial Economics	Core	3	-	3
MS 107	Accounting for Management	Core	3	-	3
MS 109	Information Technology Management	Skill Enhancement	3	-	3
MS 111	Marketing Management	Core/Open Elective	3	-	3
MS 113	Communication in Organizations	Ability Enhancement	2	1	3
MS 115	Legal Aspects of Business	Core/Open Elective	3	-	3
MS 117	Information Technology Management Lab	Skill Enhancement		2	1
	Total		23	3	25

Industrial Visit:

There may be 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	Type	L	TIP	Credits
MS 102	Technology and Innovation Management	Core/ Open Elective	3	-	3
MS 104	Financial Management	Core	3	-	3
MS 106	Business Research	Core	3	-	3
MS 108	Sustainable Operations Management	Core/Open Elective	3	-	3
MS 110	Management of Information Systems	Core	3	-	3
MS 112	Human Resource Management	Core/ Open Elective	3	-	3
MS 114	Minor Project	Ability Enhancement	2	1	4
MS 116	Professional Skill Development(NUES)	Skill Enhancement	3	-	3
MS-I 18	MOOC/Open Elective*	Ability Enhancement		-	3
	Total		23	1	28

Note:

*The student is required to choose one MOOC course of 3 credits at PG level as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution. Alternatively, student can pursue any course at PG level offered in the campus by any USS/College with due intimation to the Program Coordinator/Dean/Director of the School/College.

The Student is required to undergo Summer Training of Six to Eight Weeks after the end-term exam of 2nd Semester and obtain a Certificate of Training from the organization as per the format prescribed.

A Post-Graduate Diploma in Management will be awarded, if a student wishes to exit at the end of first year/second semester upon successful completion.

A Student having qualified in Post Graduate Diploma in Management from GGSIP University can join the MBA program in 3rd Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalization) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the program Number of years spent for studies of this program cannot be more than N+2 years.

THIRD SEMESTER					
Code No.	Paper	Type	L	TIP	Credits
MS 201	Summer Training Report	Ability Enhancement	-	-	4
MS 203	Management of International Business	Core	3	-	3
MS 205	Managing E-Business	Core	3	-	3
MS 207	Entrepreneurship Development & Startup	Core/ Open Elective	3	-	3
MS 209	Strategic Management	Core	3	-	3
MS 211	Business Analytics	Skill Enhancement	2	-	2
	Specialization I				
	Elective -I	Discipline Specific Electives	3	-	3
	Elective -II	Discipline Specific Electives	3	-	3
	Specialization II				
	Elective -I	Discipline Specific Electives	3	-	3
	Elective -II	Discipline Specific Electives	3	-	3
MS 263	MOOC/Open Elective*	Ability Enhancement	3	-	3
MS 265	Business Analytics Lab	Skill Enhancement	-	2	1
	Total		29	2	34

*The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution. Alternatively, student can pursue any course at PG level offered in the campus by any USS/College with due intimation to the Program Coordinator/Dean/Director of the School/College.

- The Students may undertake Education cum Industrial Tour to any station within India or Abroad (optional) with the prior permission of Dean/Director.
- For Project Dissertation to be done in 4111Semester, the allocation of Project Guide and selection of Topic will be done at the commencement of the 3rd Semester and notified. Students can choose/select at least two papers of their choice from the two specialization areas i.e. Dual Specialization. For earning a specialization, a student is required to study four papers from each specialization stream. The two papers would be selected in III semester and two papers would be selected in IV semester. This will help a student to earn two specialization streams i.e. Dual Specialization.
- Students must opt distinct courses for each specialization i.e. the same course cannot be studied in two different specializations.

ELECTIVES - I AND II

Electives of Marketing

Code No	Paper
MS -213	Consumer Behavior
MS- 215	Sales and Distribution Management
MS -217	Services Marketing
MS -219	Customer Relationship Management

Electives of Finance

Code No	Paper
MS -221	International Financial Management
MS -223	Financial Markets and Institutions
MS -225	Investment Analysis & Portfolio Management
MS -227	Financial Econometrics

Electives of HR

Code No	Paper
MS -229	Management of Training, Learning and Development
MS -231	Managing Industrial Relations
MS -233	Talent Management
MS -235	Compensation and Performance Management

Electives of IT

Code No	Paper
MS -237	Digitalization and E-Governance
MS -239	Artificial Intelligence & Machine Learning
MS -241	Database Management Systems
MS -243	Database Management Systems Lab
MS -245	Enterprise Systems

Electives of International Business

Code No	Paper
MS -247	International Business Environments and Strategy
MS -249	Export, Import Policies, Procedures and Documentation
MS -251	International Financial Management
MS -253	International Business Negotiation

Electives of Operations & Analytics

Code No	Paper
MS -255	Enterprise Systems
MS -257	Operations Strategy
MS -259	Logistics and Supply Chain Management
MS -261	Predictive Analytics & Big Data

FOURTH SEMESTER					
Code No.	Paper	Type	L	TIP	Credits
MS 202	Project Dissertation	Ability Enhancement	-	-	6
MS 204	Corporate Social Responsibility, Human Values & Ethics	Ability Enhancement	3	-	3
	Specialization-I				
	Elective -III	Discipline Specific Electives	3	-	3
	Elective -IV	Discipline Specific Electives	3	-	3
	Specialization II				
	Elective -III	Discipline Specific Electives	3	-	3
	Elective -IV	Discipline Specific Electives	3	-	3
	Total		15	-	21

- Students can choose/select two papers of their choice from the two specialization areas i.e. Dual Specialization already selected by them in 3rd Semester.
- Students can choose/select two papers of their choice from the two specialization areas i.e. Dual Specialization. For earning a specialization, student is required to study four papers from each specialization stream. The two papers would be selected in III semester and two papers would be selected in IV semester. This will help a student to earn two specialization streams i.e. Dual Specialization.

ELECTIVES-III AND IV

Electives of Marketing

Code No	Paper
MS -206	Advertising & Brand Management
MS -208	Digital & Social Media Marketing
MS -210	Marketing Analytics
MS -212	Retail Management

Electives of Finance

Code No	Paper
MS -214	Mergers, Acquisitions and Corporate Restructuring
MS -216	Financial Derivatives
MS -218	Behavioral Finance
MS -220	FinTech

Electives of HR

Code No	Paper
MS -222	Managing Organizational Development
MS -224	Leadership and Teamwork in Blended Organizations
MS -226	People Analytics
MS -228	Managing Diversity and Inclusion

Electives of IT

Code No	Paper
MS -230	Advanced Business Analytics & Predictive Modeling
MS -232	Information Security
MS -234	Data Modeling with Python
MS -236	Business Intelligence and Applications

Electives of International Business

Code No	Paper
MS -238	Global Competitiveness
MS -240	WTO and Intellectual Property Rights
MS -242	International Human Resource Cross Cultural
MS-244	International Marketing

Electives of Operations & Analytics

Code No	Paper
MS -246	Business Process Management
MS -248	Advanced Business Analytics & Predictive Modeling
MS -250	Project Management
MS -252	Supply Chain Analytics

Note: **Total Credits** - 108
 Minimum Credit Required - 102

Summary of Credits

S. No.	Semester	Credits	Core	Skill Enhancement	Ability Enhancement	Discipline Specific Electives	No. of Projects	No. of Mooe
1	I	25	18	4	3			
2	II	28	18	3	7		1	1
3	III	34	12	3	7	12	1	1
4	IV	21	0	0	9	12	1	
		108	48	10	26	24	3	2