

## **CURRICULUM**

MBA program has a curriculum that is contemporary and is industry driven which is the outcome of some of the best minds in **Management education** and **Business**.

### **STRUCTURE OF MBA PROGRAM (2010 – 12)**

The two year programme starts with preparatory classes for two weeks followed by four semesters. The first two semesters cover the core courses laying the foundation for the elective courses in later semesters. To specialize in one area, a student has to take a minimum of four electives from that area. A student can choose dual specialization or do a major and minor depending on his interest.

#### **Preparatory classes:**

Students come from diverse educational backgrounds. To enable a smooth transition, the department offers two weeks preparatory courses to help students get acquainted with the new surroundings, new community, a new way of life and most importantly the course and teaching style at KLUBS. The preparatory classes are intensive with modules covering Introduction to Management, Quantitative Methods, Accounting, Information technology and Soft skills. These courses are optional but the knowledge of these courses will definitely help the students in their regular course work.

The Program consists of four semesters spread over a period of two years embodying:

- i. Core courses
- ii. Elective courses
- iii. Sectoral specialization courses
- iv. IT courses
- v. Soft skills courses

## **CORE COURSES**

A student has to compulsorily undergo the core courses. The Core courses include the following:

### **Semester I**

- Principles of Management
- Business Environment
- Managerial Economics
- Business Communication
- Financial and Management Accounting
- Marketing Management
- Organizational Behaviour

### **Semester II**

- Human Resource Management
- Financial Management
- Quantitative Methods and Research Methodology
- International Business
- Operations Management
- Business Legislation

### **Semester III**

- Entrepreneurship
- Management Information System

### **Semester IV**

- Strategic management
- Business Ethics and Corporate Governance

### **ELECTIVE COURSES\***

The students can pursue elective courses in different streams of specializations - Marketing, Finance, Human Resource Management, Foreign trade, Information Technology & Systems, etc. Each student must choose eight elective courses. To specialize in a particular stream, a student has to pursue at least four electives from that stream. A student can acquire a dual specialization by choosing four electives from one stream and another four from a second stream or a student can have a major specialization by choosing six electives from one stream and minor specialization by choosing two electives from another stream.

A student must choose eight elective courses from the following streams of specializations:

- Marketing
- Finance
- Human Resources Management
- Foreign Trade
- Information technology and systems
- Investment Management
- Supply Chain Management
- Entrepreneurship
- Operations Management
- Insurance Management

## **SECTORAL SPECIALIZATION COURSES\***

In addition to the elective courses, a student must also choose one sectoral specialization out of the options available -

- Retail management
- Banking Services Management
- Infrastructural Management
- Health Care Management

(\*conditions apply)

## **IT COURSES:**

- IT for Managers
- Enterprise Resource Planning

## **SOFT SKILLS COURSES:**

- Soft skills 1
- Soft skills 2

## COURSE STRUCTURE FOR MBA PROGRAM (2010-12)

### I SEMESTER

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Principles of Management	3	0	0	3	3
2.	Business Environment	3	0	0	3	3
3.	Managerial Economics	3	0	0	3	3
4.	Business Communication	1	1	0	2	2
5.	Financial & Management Accounting	2	1	0	3	3
6.	Marketing Management	3	0	0	3	3
7.	Organisational Behaviour	3	0	0	3	3
8.	IT for Managers	1	0	2	3	2
<b>Total</b>		<b>19</b>	<b>2</b>	<b>2</b>	<b>23</b>	<b>22</b>

### II SEMESTER

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Human Resource Management	3	0	0	3	3
2.	Financial Management	2	1	0	3	3
3.	Quantitative Methods & Research Methodology	3	1	0	4	4
4.	International Business	3	0	0	3	3
5.	Operations Management	3	0	0	3	3
6.	Business Legislation	3	0	0	3	3
7.	Enterprise Resource Planning	2	0	2	4	3
8.	Soft skills 1	1	1	0	2	2
<b>Total</b>		<b>20</b>	<b>3</b>	<b>2</b>	<b>25</b>	<b>24</b>

### III SEMESTER

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Entrepreneurship	3	0	0	3	3
2.	Management Information System	3	0	0	3	3
3.	Soft skills -2	1	1	0	2	2
4.	Elective -1	3	0	0	3	3
5.	Elective -2	3	0	0	3	3
6.	Elective -3	3	0	0	3	3
7.	Elective -4	3	0	0	3	3
8.	Sectoral Specialisation -1	3	0	0	3	3
9.	Management Thesis	0	2	0	2	2
<b>Total</b>		<b>22</b>	<b>3</b>	<b>0</b>	<b>25</b>	<b>25</b>

### IV SEMESTER

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Strategic Management	3	0	0	3	3
2.	Business Ethics & Corporate Governance	3	0	0	3	3
3.	Elective -1	3	0	0	3	3
4.	Elective -2	3	0	0	3	3
5.	Elective -3	3	0	0	3	3
6.	Elective -4	3	0	0	3	3
7.	Sectoral Specialisation - 2	3	0	0	3	3
8.	Management Thesis	0	4	0	4	4
<b>Total</b>		<b>21</b>	<b>4</b>	<b>0</b>	<b>25</b>	<b>25</b>

## ELECTIVES FOR DIFFERENT SPECIALIZATION STREAMS

### MARKETING STREAM

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1	Consumer Behavior	3	0	0	3	3
2	Sales and Distribution Management	3	0	0	3	3
3	Services Marketing	3	0	0	3	3
4	Brand Management	3	0	0	3	3
5	International Marketing	3	0	0	3	3
6	Integrated Marketing Communications	3	0	0	3	3

### HUMAN RESOURCE MANAGEMENT STREAM

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1	Training and Development	3	0	0	3	3
2	Performance Management System	3	0	0	3	3
3	Industrial Relations & Labour Legislation	3	0	0	3	3
4	Compensation Management	3	0	0	3	3
5	Human Resource Information System	3	0	0	3	3
6	Strategic Human Resource Management	3	0	0	3	3

### FINANCE STREAM

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1	Security Analysis and Portfolio Management	2	1	0	3	3
2	Financial services and markets	3	0	0	3	3
3	International Financial Management	2	1	0	3	3
4	Mergers and Acquisitions	2	1	0	3	3
5	Personal Financial Planning	2	1	0	3	3
6	Financial Derivatives	2	1	0	3	3

**FOREIGN TRADE STREAM**

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB FT 801	Institutions of International Trade Organizations	3	0	0	3	3
2.	KLMB FT 802	Global Business Planning	3	0	0	3	3
3.	KLMB FT 803	Export Import Documentation and Insurance	3	0	0	3	3
4.	KLMB FT 804	International Logistics Management	3	0	0	3	3
5.	KLMB FT 805	Sectoral Strategy for Export Marketing	3	0	0	3	3
6.	KLMB FT 806	Management of Foreign Transactions	3	0	0	3	3

**INFORMATION TECHNOLOGY & SYSTEMS STREAM**

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB IT 901	Business Data Networks	2	0	2	4	3
2.	KLMB IT 902	Information Security & Risk Management	2	0	2	4	3
3.	KLMB IT 903	Software Engineering	2	0	2	4	3
4.	KLMB IT 904	Software Quality Assurance	2	0	2	4	3
5.	KLMB IT 905	Enterprise Resource Planning	2	0	2	4	3
6.	KLMB IT 906	Marketing of Software Solutions	2	0	2	4	3

## SECTORAL SPECIALIZATION STREAM

### RETAIL MANAGEMENT

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB RT 1001	Introduction to Retailing & Planning	3	0	0	3	3
2.	KLMB RT 1002	Merchandising, Pricing & Promotion Strategies	3	0	0	3	3
3.	KLMB RT 1003	Retail Store Management	3	0	0	3	3
4.	KLMB RT 1004	Retail Logistics & Supply Chain Management	3	0	0	3	3
5.	KLMB RT 1005	Case studies in Retail Sector	3	0	0	3	3

### BANKING SERVICES MANAGEMENT

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB BK 1001	Overview of Banking	3	0	0	3	3
2.	KLMB BK 1002	Banking Service Operations	3	0	0	3	3
3.	KLMB BK 1003	Rural Banking & Micro finance	3	0	0	3	3
4.	KLMB BK 1004	Credit Management	3	0	0	3	3
5.	KLMB BK 1005	Marketing of Banking Products	3	0	0	3	3
6.	KLMB BK 1006	Case studies in Banking Sector	3	0	0	3	3

## **STRUCTURE OF MBA PROGRAM (2009 – 11)**

The Program consists of four semesters spread over a period of two years embodying:

- vi. Core courses
- vii. Elective courses
- viii. Sectoral specialization courses

### **Core Courses**

A student has to compulsorily undergo the following core courses:

Principles of Management, Managerial economics, Business Environment, Marketing Management, Human Resource Management, Financial Management, Accounting for Managers, Management Information systems, Research Methodology and statistical analysis, International Business, Organizational Behaviour, Operations Management ,Knowledge Management, Business Legislation, Business Ethics and Corporate Governance , Entrepreneurship, Strategic management and Operations Research.

### **Elective Courses\***

A student must choose eight courses from the following specializations

- Marketing
- Finance
- Human Resources Management
- Foreign Trade
- Information Technology and Systems

### **Sectoral Specialization Courses\***

In addition to the specialized courses, a student must also choose one sectoral specialization

- Retail management
- Banking Services Management

(\*conditions apply)

**COURSE STRUCTURE FOR MBA PROGRAM (2009-11)**

**I SEMESTER**

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB 101	Principles of Management	3	0	0	3	3
2.	KLMB 102	Business Environment	3	0	0	3	3
3.	KLMB 103	Managerial Economics	3	0	0	3	3
4.	KLMB 104	Business Communication	2	1	0	3	3
5.	KLMB 105	Accounting for Managers	3	1	0	4	4
6.	KLMB 106	Marketing Management	3	0	0	3	3
7.	KLMB 107	Human Resources Management	3	0	0	3	3
8.	KLMB 108	Financial Management	3	1	0	4	4
<b>Total</b>			<b>23</b>	<b>3</b>	<b>0</b>	<b>26</b>	<b>26</b>

**II SEMESTER**

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB 201	Organisational Behaviour	3	0	0	3	3
2.	KLMB 202	Management Information System	3	0	0	3	3
3.	KLMB 203	Research Methodology & Statistical Analysis	3	1	0	4	4
4.	KLMB 204	International Business	3	0	0	3	3
5.	KLMB 205	Elective 1	3	0	0	3	3
6.	KLMB 206	Elective 2	3	0	0	3	3
7.	KLMB 207	Elective 3	3	0	0	3	3
8.	KLMB 208	Elective 4	3	0	0	3	3
<b>Total</b>			<b>24</b>	<b>1</b>	<b>0</b>	<b>25</b>	<b>25</b>

### III SEMESTER

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB 301	Operations Management	4	0	0	4	4
2.	KLMB 302	Management Thesis	0	4	0	4	4
3.	KLMB 303	Elective -1	3	0	0	3	3
4.	KLMB 5XX/ 6XX/ 7XX/8XX/9XX	Elective -2	3	0	0	3	3
5.	KLMB 5XX/ 6XX/ 7XX/8XX/9XX	Elective -3	3	0	0	3	3
6.	KLMB 5XX/ 6XX/ 7XX/8XX/9XX	Elective -4	3	0	0	3	3
7.	KLMB 5XX/ 6XX/ 7XX/8XX/9XX	Sectoral elective 1	3	0	0	3	3
8.	KLMB 1XXX	Sectoral elective 2	3	0	0	3	3
<b>Total</b>			<b>22</b>	<b>4</b>	<b>0</b>	<b>26</b>	<b>26</b>

### IV SEMESTER

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB 401	Knowledge Management	3	0	0	3	3
2.	KLMB 402	Business Legislation	3	0	0	3	3
3.	KLMB 5XX/ 6XX/ 7XX/8XX/9XX	Business Ethics & Corporate Governance	3	0	0	3	3
4.	KLMB 5XX/ 6XX/ 7XX/8XX/9XX	Entrepreneurship	3	0	0	3	3
5.	KLMB 5XX/ 6XX/ 7XX/8XX/9XX	Strategic Management	3	0	0	3	3
6.	KLMB 5XX/ 6XX/ 7XX/8XX/9XX	Operations Research	3	1	0	4	4
7.	KLMB 1XXX	Sectoral elective 3	3	0	0	3	3
8.	KLMB 1XXX	Sectoral elective 4	3	0	0	3	3
<b>Total</b>			<b>24</b>	<b>1</b>	<b>0</b>	<b>25</b>	<b>25</b>

## ELECTIVES FOR DIFFERENT SPECIALIZATION STREAMS

### MARKETING STREAM

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB MM 501	Consumer Behavior	3	0	0	3	3
2.	KLMB MM 502	Sales and Distribution Management	3	0	0	3	3
3.	KLMB MM 503	Services Marketing	3	0	0	3	3
4.	KLMB MM 504	Brand Management	3	0	0	3	3
5.	KLMB MM 505	International Marketing	3	0	0	3	3
6.	KLMB MM 506	Integrated Marketing Communications	3	0	0	3	3

### HUMAN RESOURCE MANAGEMENT STREAM

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB HR 601	Training and Development	3	0	0	3	3
2.	KLMB HR 602	Performance Management System	3	0	0	3	3
3.	KLMB HR 603	Industrial Relations & Labour Legislation	3	0	0	3	3
4.	KLMB HR 604	Compensation Management	3	0	0	3	3
5.	KLMB HR 605	Human Resource Information System	3	0	0	3	3
6.	KLMB HR 606	Strategic Human Resource Management	3	0	0	3	3

**FINANCE STREAM**

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
1.	KLMB FM 701	Security Analysis and Portfolio Management	2	1	0	3	3
2.	KLMB FM 702	Financial services and markets	3	0	0	3	3
3.	KLMB FM 703	International Financial Management	2	1	0	3	3
4.	KLMB FM 704	Mergers and Acquisitions	2	1	0	3	3
5.	KLMB FM 705	Personal Financial Planning	2	1	0	3	3
6.	KLMB FM 706	Financial Derivatives	2	1	0	3	3

**FOREIGN TRADE STREAM**

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
7.	KLMB FT 801	Institutions of International Trade Organizations	3	0	0	3	3
8.	KLMB FT 802	Global Business Planning	3	0	0	3	3
9.	KLMB FT 803	Export Import Documentation and Insurance	3	0	0	3	3
10.	KLMB FT 804	International Logistics Management	3	0	0	3	3
11.	KLMB FT 805	Sectoral Strategy for Export Marketing	3	0	0	3	3
12.	KLMB FT 806	Management of Foreign Transactions	3	0	0	3	3

**INFORMATION TECHNOLOGY & SYSTEMS STREAM**

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
7.	KLMB IT 901	Business Data Networks	2	0	2	4	3
8.	KLMB IT 902	Information Security & Risk Management	2	0	2	4	3
9.	KLMB IT 903	Software Engineering	2	0	2	4	3
10.	KLMB IT 904	Software Quality Assurance	2	0	2	4	3
11.	KLMB IT 905	Enterprise Resource Planning	2	0	2	4	3
12.	KLMB IT 906	Marketing of Software Solutions	2	0	2	4	3

**SECTORAL SPECIALIZATION STREAM****RETAIL MANAGEMENT**

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
6.	KLMB RT 1001	Introduction to Retailing & Planning	3	0	0	3	3
7.	KLMB RT 1002	Merchandising, Pricing & Promotion Strategies	3	0	0	3	3
8.	KLMB RT 1003	Retail Store Management	3	0	0	3	3
9.	KLMB RT 1004	Retail Logistics & Supply Chain Management	3	0	0	3	3
10.	KLMB RT 1005	Case studies in Retail Sector	3	0	0	3	3

## BANKING SERVICES MANAGEMENT

S. No.	Course Code	Name of the Course	Periods			Contact Hours	Credits
			L	T	P		
7.	KLMB BK 1001	Overview of Banking	3	0	0	3	3
8.	KLMB BK 1002	Banking Service Operations	3	0	0	3	3
9.	KLMB BK 1003	Rural Banking & Micro finance	3	0	0	3	3
10.	KLMB BK 1004	Credit Management	3	0	0	3	3
11.	KLMB BK 1005	Marketing of Banking Products	3	0	0	3	3
12.	KLMB BK 1006	Case studies in Banking Sector	3	0	0	3	3