

Department of Business Management, Tripura University  
(A Central University)

Offers

2 year Full Time Masters in Business Administration (MBA)  
(2017- 19)

Approved by AICTE, New Delhi

Proposed Programme Structure and Course Outline

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**M. B. A. Programme (2 Years, Full-time Program)**

**Overall Structure**

Duration	Min. : 2 Years	Max. : 3 Years	Credit Distribution
Total Credits	110		Semester I, II, III, IV @ 30 credits each including one Summer Internship Programme is of 4 credits.
CBCS Courses:	10		
Grand Total	120		

**Orientation Programme**

Duration	2 weeks
Subject	No. of lectures
PRINCIPLES OF MANAGEMENT	10
BUSINESS MATHEMATICS	10
MS OFFICE BASICS	10
ENGLISH PROFICIENCY	10
BASICS OF ACCOUNTING	10
BASICS OF ECONOMICS	10

All students will have to attend the orientation programme and appear in a comprehensive examination. Qualifying in the examination based on orientation

programme is a mandatory requirement to attend regular classes. A separate certificate of passing the examination would be issued to the qualified students by the department.

## Modules

1. Core Module:	17 Modules of 4 credits 9 module of 3 credits 1 modules of 2 credit
2. CBCS courses	2 modules with 4 credits and 2 module with 2 credits
3. Elective Module	Specialization streams - Dual Specializations: Elective A4 (16 credits) Elective B4 (16 credits)
4. Research Module	Industry Analysis (Semester I) - 2 credits and Dissertation on Structural Analysis of Industry (Semester IV) – 2 credits. Evaluated through Project report/ Dissertation with viva voce by an external/internal examiner.
5. Industrial Training	Summer Training for 8-10 weeks that carries 4 credits and Out Station Industry Visit & Project of 2 weeks that carries 3 credits. (Evaluated through internal/external expert panel)

## List of Courses

### General Courses Semester I

COURSE CODE	SUBJECT	CREDIT	L-T-P
BMGT 701 C	MANAGERIAL ECONOMICS	4	4-0-0
BMGT 702 C	STATISTICS AND QUANATITATIVE TECHNIQUES	3	4-0-0
BMGT 703 C	FINANCIAL ACCOUNTING	4	4-0-0
BMGT 704 C	HUMAN RESOURCE MANAGEMENT	3	4-0-0
BMGT 705 C	MARKETING MANAGEMENT	4	4-0-0
BMGT 706 C	ORGANIZATIONAL BEHAVIOUR	3	3-0-0
BMGT 707 C	BUSINESS COMMUNICATION	3	3-0-0
BMGT 708 C	EXCEL FOR DECISION MAKING	4	4-0-0
BMGT 709 C	PROJECT: INDUSTRY ANALYSIS	2	0-0-0

### General Courses Semester II

COURSE CODE	SUBJECT	CREDIT	L-T-P
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BMGT 801 C	BUSINESS RESEARCH METHODS	4	4-0-0
BMGT 802 C	COST AND MANAGEMENT ACCOUNTING	4	4-0-0
BMGT 803 C	PRODUCTION AND OPERATION MANAGEMENT	4	4-0-0
BMGT 804 C	MANAGEMENT INFORMATION SYSTEM	4	4-0-0
BMGT 805 C	E-BUSINESS STRATEGY	3	3-0-0
BMGT 806 C	BUSINESS LAW	3	3-0-0
	<b>COMPUTER SKILL II</b>	4	4-0-0

### Summer Internship Programme

COURSE CODE	SUBJECT	CREDIT	LTP
BMGT 807 C	Summer Internship Project (Industry)(6 - 8 weeks)	4	0-0-0

### General Courses Semester III

COURSE CODE	SUBJECT	CREDIT	LTP
BMGT 901 C	FINANCIAL MANAGEMENT	3	4-0-0
BMGT 902 C	BUSINESS REPORT WRITING AND INTERVIEW TECHNIQUES	2	2-0-0
BMGT 903 C	OUTSTATION INDUSTRY VISIT & PROJECT (MAJOR)	3	0-0-0

### Core Specialization Modules Semester - III

COURSE CODE	SUBJECT	CREDIT	LTP
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#### **MARKETING SPECIALIZATION**

BMGT 904 C	CONSUMER BEHAVIOUR	4	4-0-0
BMGT 905 C	SALES AND DISTRIBUTION MANAGEMENT	4	4-0-0

**AND**

#### **HUMAN RESOURCE MANAGEMENT SPECIALIZATION**

BMGT 906 C	HUMAN RESOURCE PLANNING & DEVELOPMENT	4	4-0-0
BMGT 907 C	COMPENSATION & REWARD MANAGEMENT	4	4-0-0

**OR**

#### **FINANCE SPECIALIZATION**

BMGT 908 C	FINANCIAL MARKETS AND SERVICES	4	4-0-0
BMGT 909 C	STRATEGIC FINANCIAL MANAGEMENT	4	4-0-0

**OR**

#### **SYSTEMS SPECIALIZATION**

BMGT 910 C	BUSINESS INTELLIGENCE	4	4-0-0
BMGT 911 C	ENTERPRISE DIGITAL INFRASTRUCTURE	4	4-0-0

### Choice Based Credit System (CBCS) Course - II

**Students are required to pick any one subject from the list below and one subject from other department of 4 credits**

### List of subjects

COURSE CODE	SUBJECT	CREDIT	LTP
BMGT 912 E	SERVICES MARKETING	2	2-0-0
BMGT 913 E	RETAIL MARKETING	2	2-0-0
BMGT 914 E	LEADERSHIP AND TEAM BUILDING	2	2-0-0
BMGT 915 E	PROJECT MANAGEMENT	2	2-0-0
BMGT 916 E	CORPORATE TAXATION	2	2-0-0
BMGT 917 E	STRATEGIC HUMAN RESOURCE MANAGEMENT	2	2-0-0

### General Courses Semester IV

COURSE CODE	SUBJECT	CREDIT	LTP
BMGT 1001 C	STRATEGIC MANAGEMENT	3	3-0-0
BMGT 1002 C	BUSINESS ENVIRONMENT	3	3-0-0
BMGT 1003 C	VALUES, ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	2	2-0-0
BMGT 1004 C	ENTERPRENUERSHIP DEVELOPMENT	2	2-0-0
BMGT 1005 C	DISSERTATION: STRUCTURAL ANALYSIS OF INDUSTRY	2	0-0-0

### Core Specialization Modules Semester - IV

COURSE CODE	SUBJECT	CREDIT	LTP
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#### *MARKETING SPECIALIZATION*

BMGT 1006 C	INTEGRATED MARKETING COMMUNICATIONS	4	4-0-0
BMGT 1007 C	ADVERTISING & BRAND MANAGEMENT	4	4-0-0

**AND**

***HUMAN RESOURCE MANAGEMENT SPECIALIZATION***

BMGT 1008 C	INDUSTRIAL RELATIONS & LABOUR LAW	4	4-0-0
BMGT 1009 C	ORGANIZATIONAL DEVELOPMENT & CHANGE MANAGEMENT	4	4-0-0

**OR**

***FINANCE SPELIALIZATION***

BMGT 1010 C	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	4-0-0
BMGT 1011 C	INTERNATIONAL FINANCIAL MANAGEMENT	4	4-0-0

**OR**

***SYSTEMS SPELIALIZATION***

BMGT 1012 C	WEB ANALYTICS	4	4-0-0
BMGT 1013 C	MODELLING & ANALYSIS WITH SPREADSHEETS	4	0-0-4

**Choice Based Credit System (CBCS) Course – IV**

Students are required to pick any one subject from the list below

**List of subjects**

<b>COURSE CODE</b>	<b>SUBJECT</b>	<b>CREDIT</b>	<b>LTP</b>
BMGT 1014 E	INTERNATIONAL MARKETING	2	2-0-0
BMGT 1015 E	DIGITAL MARKETING	2	2-0-0
BMGT 1016 E	B2B MARKETING	2	2-0-0
BMGT 1017 E	NEGOTIATIONS AND COUNCELING	2	2-0-0
BMGT 1018 E	COMPETENCY MAPPING AND PERFORMANCE MANAGEMENT	2	2-0-0
BMGT 1019 E	INDIAN FINANCIAL SYSTEM	2	2-0-0
BMGT 1020 E	ADVANCE FINANCIAL MANAGEMENT	2	2-0-0
BMGT 1021 E	FINANCIAL DERIVATIVES & RISK MANAGEMENT	2	2-0-0
BMGT 1022 E	CROSS CULTURAL AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT	2	2-0-0

**Note: All course mentioned in the syllabus could be offered subject to availability of faculty members within the Department and fulfilment of minimum number of students for a specialization course to be offered.**