

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Vidisha, Madhya Pradesh.

(Grant in Aid, an Autonomous Institute)



Syllabus & Scheme

For

Master of Business Administration

(Full Time Autonomous Course)

Affiliated to

Barkatullah Vishwavidyalaya, Bhopal

w.e.f. from Academic year 2025-2026

Department of Management Studies

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Master of Business Administration (MBA)

2 Years Degree Program

w.e.f. from Academic year 2025-2026

PROPOSED M.B.A. (FULL-TIME) COURSE CURRICULUM

FIRST YEAR

SEMESTER I

Sr	Code	Subject	Credit	Marks
1.	CP – 101	Management Concepts & Practices	3	100
2.	CP – 102	Quantitative Methods	3	100
3.	CP – 103	Managerial Economics	3	100
4.	CP – 104	Research Methodology	2	100
5.	CP – 105	Communication Skills	2	100
6.	CP – 106	Accounting For Managers	3	100
7.	CP – 107	Organization Behavior	3	100
8.	CP – 108	Production & Operations Management	3	100
Total Marks			22	800

SECOND YEAR

SEMESTER III

Sr	Code	Subject	Credit	Marks
17.	CP – 301	Business Policy & Strategic Management	4	100
18.	CP – 302	Entrepreneurship development and management	4	100
19.		Specialisation -1, Paper – I	4	100
20.		Specialisation -1, Paper – II	4	100
21.		Specialisation -2, Paper – I	4	100
22.		Specialisation -2, Paper – II	4	100
Total Marks			24	600

SEMESTER II

Sr	Code	Subject	Credit	Marks
9.	CP – 201	International Business Environment	4	100
10.	CP – 202	Management Science	4	100
11.	CP – 203	Human Resource Management	4	100
12.	CP – 204	Financial Management	4	100
13.	CP – 205	Marketing Management	4	100
14.	CP – 206	Project Management	4	100
15.	CP – 207	IT and E-commerce	4	100
16.	CP – 208	Minor Project on Contemporary Issues in Management	4	100
Total Marks			32	800

SEMESTER IV

Sr	Code	Subject	Credit	Marks
23.	CP – 401	Corporate Governance	4	100
24.	CP – 402	Business Legislation	4	100
25.	CP – 403	Comprehensive Viva-Voce	6	100
26.		Specialisation -1, Paper – III	4	100
27.		Specialisation -1, Paper – IV	4	100
28.		Specialisation -2, Paper – III	4	100
29.		Specialisation -2, Paper – IV	4	100
Total Marks			30	700
Total Marks			108	2900

DISTRIBUTION OF MARKS

	Sem 1	Sem 2	Sem 3	Sem 4	Total
Marks	800	800	600	600	2900
Credits	22	32	24	30	108

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PROPOSED M.B.A. (FULL-TIME) COURSE CURRICULUM

List of Specializations Papers w.e.f. Session 2025-2026

Students are required to study all core papers and opt any two -specialization area in MBA Semester III & Semester IV.

SPECIALISATIONS

	MBA year II
	MARKETING SPECIALISATION
Course Code	Course Title
	Semester –III
FSM – 1	Consumer Behavior
FSM – 2	Integrated Marketing Communication
	SEMESTER IV
FSM – 3	Sales & Distribution Management
FSM – 4	International Marketing

	MBA year II
	FINANCE SPECIALISATION
Course Code	Course Title
	Semester –III
FSF – 1	Investment Analysis and Portfolio Management
FSF – 2	International Financial Management
	SEMESTER IV
FSF – 3	Management of Financial Services
FSF – 4	Corporate Finance

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List of Specialisations Papers w.e.f. Session 2025-2026

	MBA year II
	HRM SPECIALISATION
Course Code	Course Title
	Semester –III
FSO – 1	Management of Industrial Relations
FSO – 2	Management Training and Development
	SEMESTER IV
FSO – 3	Human Resource Planning & Development
FSO – 4	Compensation Management

	MBA year II
	Banking & Financial Management SPECIALISATION
Course Code	Course Title
	Semester –III
FSB – 1	Management of banking and insurance institutions
FSB – 2	Financial planning and wealth management
	SEMESTER IV
FSB– 3	Financial institutions and market
FSB – 4	Financial risk management

	MBA year II
	Retail Management SPECIALISATION
Course Code	Course Title
	Semester –III
FSR – 1	Retail Concepts and Practices.
FSR – 2	Marketing Concepts in Retail Management.
	SEMESTER IV
FSR– 3	Retail Strategies and Operations.
FSR – 4	Retail merchandising and supply chain management

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2 Years Degree Program

Scheme of Examination

w.e.f. Session 2025-2026

DISTRIBUTION OF MARKS

	Sem 1	Sem 2	Sem 3	Sem 4	Total
Marks	800	800	600	600	2900
Credits	22	32	24	30	108

Each paper of all four semester carry 100 marks- (Internal 20, External 80) = 100 Marks

EXTERNAL EVALUATION IN EACH PAPER OF 80 MARKS

Sec. A: Short Answers type questions. Attempt one questions from each unit. 5x6 marks = 30 Marks.

Sec. B: Essay type questions. Attempt one questions from each unit. 5x10 marks = 50 Marks.

INTERNAL EVALUATION IN EACH PAPER OF 20 MARKS

Mid Term Test -50%

Assignment-25%

Class Performance – 25%

Evaluation For the paper CP 208 MINOR PROJECT of Second Semester: -

At the end of semester all the students will present the written report of given topic. Panel of Internal experts appointed by the Institute will evaluate them on the basis of write up, and presentation.

This will be evaluated for 100 marks. (Minor project report = 50 marks, Presentation = 50 marks)

Evaluation For the paper CP 403 Comprehensive Viva Voce of Fourth Semester

All students are advised to undergo an internship lasting 4 to 6 weeks with an industrial, business, service, financial, or government organization, internship can be either offline or online. Additionally, online certificate courses from reputable organizations such as SWAYAM, AICTE, UGC, NPTEL, IIMB, IGNOU, NITTTR, NSE etc. having evaluation process for their certification are encouraged, and students will submit the certificate along with a write-up / project report before the prescribed deadline.

The Comprehensive Viva will be conducted at the end of the fourth semester by the external examiners.

This will be evaluated for 100 marks.