

**WEST BENGAL STATE UNIVERSITY**

**Department of Management & Marketing**

**Detailed Course Structure for Master of Business Administration (MBA)**

**Semester-I**

**Seven Compulsory Papers (Core Courses) of 100 marks & 4 Credits each (Total of 700 Marks & 28 Credits)**

<b>Semester</b>	<b>Paper</b>	<b>Paper Code</b>	<b>Marks</b>	<b>Credits</b>
<b>Semester- I</b>	Management Principles & Applications	MBACCT101	100 (70+30)	4
	Economics for Managers	MBACCT102	100 (70+30)	4
	Business Communication	MBACCT103	100 (70+30)	4
	Business Environment, Legislation & Ethics	MBACCT104	100 (70+30)	4
	Accounting for Managers	MBACCT105	100 (70+30)	4
	Statistics for Business Decisions	MBACCT106	100 (70+30)	4
	MIS & Computer Applications in Business Management (Theory & Practical)	MBACCTP101	50+50 (35+15)+(35+15)	4
<b>Total</b>			<b>700</b>	<b>28</b>

**Semester-II**  
**Seven Compulsory Papers (Core Courses) of 100 marks & four Credits each (Total of 700 Marks & 28 Credits)**

<b>Semester</b>	<b>Paper</b>	<b>Paper Code</b>	<b>Marks</b>	<b>Credits</b>
<b>Semester- II</b>	Financial Management	MBACCT201	100 (70+30)	4
	Marketing Management	MBACCT202	100 (70+30)	4
	Human Resource Management	MBACCT203	100 (70+30)	4
	Operations Management	MBACCT204	100 (70+30)	4
	Management Science	MBACCT205	100 (70+30)	4
	Business Research Methods	MBACCT206	100 (70+30)	4
	Organization Behaviour	MBACCT207	100 (70+30)	4
<b>Total</b>			<b>700</b>	<b>28</b>

### Semester-III

**Five Elective Papers (Three from Major Elective & Two from Minor Elective) and Two Compulsory papers of 100 marks & 4 Credits each  
(Total 700 Marks & 28 Credits)**

Semester	Paper	Paper Code	Marks	Credits
Semester- III	Major Elective Paper-1	MBAMJ301	100 (70+30)	4
	Major Elective Paper-2	MBAMJT302	100 (70+30)	4
	Major Elective Paper-3	MBAMJT303	100 (70+30)	4
	Minor Elective Paper-1	MBAMNT304	100 (70+30)	4
	Minor Elective Paper-2	MBAMNT305	100 (70+30)	4
	Business Analytics for Managers	MBACCTP306	100 (70+30)	4
	Internship Project* and Viva Voce	MBACCP307	50+50	4
<b>Total</b>			<b>700</b>	<b>28</b>

**\*Students are required to undergo an Internship for 8 weeks after the end of the 2<sup>nd</sup> semester.**

## Semester-IV

**Five Elective Papers (Three from Major Elective & Two from Minor Elective) and Two Compulsory papers of 100 marks & 4 Credits each**

**(Total 700 Marks & 28 Credits)**

<b>Semester</b>	<b>Paper</b>	<b>Paper Code</b>	<b>Marks</b>	<b>Credits</b>
<b>Semester- IV</b>	Major Elective Paper-4	MBAMJT401	100 (70+30)	4
	Major Elective Paper-5	MBAMJT402	100 (70+30)	4
	Major Elective Paper-6	MBAMJT403	100 (70+30)	4
	Minor Elective Paper-3	MBAMNT404	100 (70+30)	4
	Minor Elective Paper-4	MBAMNT405	100 (70+30)	4
	Strategic and Innovation Management	MBACCT406	100 (70+30)	4
	Specialization-based Dissertation & Comprehensive Viva Voce	MBACCP407	50+50	4
<b>Total</b>			<b>700</b>	<b>28</b>

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## **SPECIALIZATIONS OFFERED**

### **LIST OF SPECIALISATION PAPERS**

▪ **Specialization: Finance**

1. Investment Management (3<sup>rd</sup> Semester Minor for other specializations but Major for Finance Specialization)
2. Strategic Cost and Management Accounting (4th Semester Minor for other specializations but Major for Finance Specialization)
3. Corporate Taxation (3<sup>rd</sup> Semester Major for Finance Specialization)
4. Financial Markets and Services (3<sup>rd</sup> Semester Minor for other specializations but Major for Finance Specialization)
5. Financial Econometrics and Modelling (3<sup>rd</sup> Semester Major for Finance Specialization)
6. Financial Engineering (4th Semester Major for Finance Specialization)
7. Strategic Financial Management (4th Semester Minor for other specializations but Major for Finance Specialization)
8. Corporate Restructuring and Business Valuation (4th Semester Major for Finance Specialization)

▪ **Specialization: Marketing Management**

1. Marketing Research (3rd Semester Minor for other specializations but Major for Marketing Specialization)
2. Digital Marketing (4th Semester Minor for other specializations but Major for Marketing Specialization)
3. International Marketing (3rd Semester Minor for other specializations but Major for Marketing Specialization)
4. Consumer and Industrial Buying Behaviour (3rd Semester Major for Marketing Specialization)
5. Sales and Distribution Management (3rd Semester Major for Marketing Specialization)
6. Integrated Marketing Communication and Brand Management (4th Semester Minor for other specializations but Major for Marketing Specialization)
7. Services Marketing and Customer Relationship Management (4th Semester Major for Marketing Specialization)
8. Retail Management and Supply Chain Management (4th Semester Major for Marketing Specialization)

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▪ **Specialization: Human Resource Management**

1. International Human Resource Management (3<sup>rd</sup> Semester Major for HR Specialization)
2. Performance Management and Talent Development (3<sup>rd</sup> Semester Minor for other specialization but Major for HR Specialization)
3. Strategic Human Resource Management (4<sup>rd</sup> Semester Minor for other specialization but Major for HR Specialization)
4. Industrial Relation and Labour Legislation (3<sup>rd</sup> Semester Major for HR Specialization)
5. Compensation Management and Social Security (4<sup>rd</sup> Semester Major for HR Specialization)
6. Human Resource Planning and HR Analytics (4<sup>rd</sup> Semester Minor for other specialization but Major for HR Specialization)
7. Human Resource Development (3<sup>rd</sup> Semester Minor for other specialization but Major for HR Specialization)
8. Labour Welfare (4<sup>rd</sup> Semester Major for HR Specialization)

▪ **Specialization: Systems and Operations Management**

1. Logistics and Supply Chain Management (3<sup>rd</sup> Semester Minor for other specializations but Major for Systems and Operations Specialization)
2. Decision Models and Optimization (3<sup>rd</sup> Semester Major for Systems and Operations Specialization)
3. Production Planning and Control (4<sup>th</sup> Semester Major for Systems and Operations Specialization)
4. Total Quality Management (4<sup>th</sup> Semester Minor for other specializations but Major for Systems and Operations Specialization)
5. Systems Analysis and Design (4<sup>th</sup> Semester Major for Systems and Operations Specialization)
6. DBMS and RDBMS (including Oracle Practical) (3<sup>rd</sup> Semester Major for Systems and Operations Specialization)
7. Programming Logic and Languages (C/C++/Python) (3<sup>rd</sup> Semester Minor for other specializations but Major for Systems and Operations Specialization)
8. Networking Fundamentals (4<sup>th</sup> Semester Minor for other specialization but Major for Systems and Operations Specialization)