

**INSTITUTE OF BUSINESS MANAGEMENT
NATIONAL COUNCIL OF EDUCATION BENGAL
(Affiliated to Jadavpur University)**

**PROPOSED SYLLABUS FOR THE 2 YEARS MBA
PROGRAMME
(COURSE CONTENTS & REFERENCES)
September, 2023**

**INSTITUTE OF BUSINESS MANAGEMENT
NATIONAL COUNCIL OF EDUCATION BENGAL
PROPOSED SYLLABUS FOR 2 YEARS MBA PROGRAMME
2024-2025**

**CURRICULUM
FIRST YEAR FIRST SEMESTER**

Contact periods/paper/semester: 56

Paper Code	Paper Name	Load Allocation/ week (50 mins duration each)			Marks Distribution		Total Marks	Credit Point
		L	T	Total	Internal Mid Term	Final Semester		
11BS01	Business Mathematics & Statistics	3	1	4	30	70	100	3
11FC02	Financial Accounting for Managers.	3	1	4	30	70	100	3
11CA03	Computer Applications in Management	3	1	4	30	70	100	3
11OB04	Fundamentals of Management & Organization Behaviour	3	1	4	30	70	100	3
11ME05	Managérial Economics	3	1	4	30	70	100	3
11CG06	Corporate Governance & Business laws	3	1	4	30	70	100	3
11DT07	Direct Tax	3	1	4	30	70	100	3
11SM08	Strategic Management & Business policy	3	1	4	30	70	100	3
11RM09	Research Methodology	3	1	4	30	70	100	3
	Total	27	9	36	270	630	900	27

FIRST YEAR SECOND SEMESTER

Contact periods/paper/semester: 56

Paper Code	Paper Name	Load Allocation/ week (50 mins duration each)			Marks Distribution		Total Marks	Credit Point
		L	T	Total	Internal Mid Term	Final Semester		
12OR01	Operations Research	3	1	4	30	70	100	3
12MA02	Managerial Accounting	3	1	4	30	70	100	3
12HR03	Human Resource Management	3	1	4	30	70	100	3
12MM04	Marketing Management	3	1	4	30	70	100	3
12PO05	Production & Operations Management.	3	1	4	30	70	100	3
12FM06	Financial Management-I	3	1	4	30	70	100	3
12IT07	Information Technology & Managerial Decisions	3	1	4	30	70	100	3
12ED08	Entrepreneurial Development and New Venture Creation	3	1	4	30	70	100	3
12IN09	Indirect Tax	3	1	4	30	70	100	3
	Total	27	9	36	270	630	900	27

**INSTITUTE OF BUSINESS MANAGEMENT
NATIONAL COUNCIL OF EDUCATION BENGAL
PROPOSED SYLLABUS FOR 2 YEARS MBA PROGRAMME
2024-2025**

SPECIALIZATION: FINANCIAL MANAGEMENT

SECOND YEAR SEMESTER-I
56

Contact periods/paper/semester:

Paper Code	Paper Name	Load Allocation per week (50 mins duration each)			Internal Marks	External Semester Marks	Total	Credit point
		L	T	Total				
21FM01	Corporate Finance	3	1	4	30	70	100	3
21FM02	Security Analysis and Portfolio Management	3	1	4	30	70	100	3
21FM03	Merger and Acquisition.	3	1	4	30	70	100	3
21FM04	International Financial Management	3	1	4	30	70	100	3
21FM05	Corporate Financial Reporting	3	1	4	30	70	100	3
21BE06	Business Ethics	3	1	4	30	70	100	3
21FM07	Term Project -I	-			-	-	100	3
	Total	18	6	24	180	420	700	21

SECOND YEAR SEMESTER-II

Contact periods/paper/semester: 56

Paper Code	Paper Name	Load Allocation per week (50 mins duration each)			Internal Marks	External Semester Marks	Total	Credit point
		L	T	Total				
22FM01	Derivatives and Risk Management.	3	1	4	30	70	100	3
22FM02	Commercial Banking, Financial market and Insurance	3	1	4	30	70	100	3
22FM03	International Taxation	3	1	4	30	70	100	3
22FM04	Financial Management - II	3	1	4	30	70	100	3
22FM05	Business Valuation	3	1	4	30	70	100	3
22DS06	Theory of Data Science	3	1	4	30	70	100	3
22FM07	Term Project-II	-			-	-	100	3
22GV08	Grand Viva-Voce	-			-	-	100	3
	Total	18	6	24	180	420	800	24

**INSTITUTE OF BUSINESS MANAGEMENT
NATIONAL COUNCIL OF EDUCATION BENGAL
PROPOSED SYLLABUS FOR 2 YEARS MBA PROGRAMME
2024-2025**

SPECIALIZATION: MARKETING MANAGEMENT

SECOND YEAR SEMESTER-I

Contact periods/paper/semester: 56

Paper Code	Paper Name	Load Allocation per week (50 mins duration each)			Internal Marks	External Semester Marks	Total	Credit point
		L	T	Total				
21MM01	Product & Strategic Brand Management	3	1	4	30	70	100	3
21MM02	Marketing Research	3	1	4	30	70	100	3
21MM03	Consumer Behaviour	3	1	4	30	70	100	3
21MM04	Integrated Marketing Communication	3	1	4	30	70	100	3
21MM05	Promotion Strategy	3	1	4	30	70	100	3
21BE06	Business Ethics	3	1	4	30	70	100	3
21MM07	Term Project -I	-			-	-	100	3
	Total	18	6	24	180	420	700	21

SECOND YEAR SEMESTER-II

Contact periods/paper/semester: 56

Paper Code	Paper Name	Load Allocation per week (50 mins duration each)			Internal Marks	External Semester Marks	Total	Credit point
		L	T	Total				
22MM01	International Marketing	3	1	4	30	70	100	3
22MM02	Sales & Distribution Management	3	1	4	30	70	100	3
22MM03	Service Marketing	3	1	4	30	70	100	3
22MM04	Retail Marketing	3	1	4	30	70	100	3
22MM05	Digital & Social Media Marketing	3	1	4	30	70	100	3
22DS06	Theory of Data Science	3	1	4	30	70	100	3
22MM07	Term Project-II	-			-	-	100	3
22GV08	Grand Viva-Voce	-			-	-	100	3
	Total	18	6	24	180	420	800	24

2024-2025

SPECIALIZATION: HUMAN RESOURCE MANAGEMENT

SECOND YEAR SEMESTER-I

Contact periods/paper/semester: 56

Paper Code	Paper Name	Load Allocation per week (50 mins duration each)			Internal Marks	External Semester Marks	Total	Credit point
		L	T	Total				
21HR01	Human Resource Development	3	1	4	30	70	100	3
21HR02	Performance Management	3	1	4	30	70	100	3
21HR03	International Human Resource Management	3	1	4	30	70	100	3
21HR04	Project Human Resource Management	3	1	4	30	70	100	3
21HR05	Labour Laws	3	1	4	30	70	100	3
21BE06	Business Ethics	3	1	4	30	70	100	3
21HR07	Term Project -I	-			-	-	100	3
	Total	18	6	24	180	420	700	21

SECOND YEAR SEMESTER-II

Contact periods/paper/semester: 56

Paper Code	Paper Name	Load Allocation per week (50 mins duration each)			Internal Marks	External Semester Marks	Total	Credit point
		L	T	Total				
22HR01	Training & Development	3	1	4	30	70	100	3
22HR02	Compensation Management	3	1	4	30	70	100	3
22HR03	Change Management & Organizational Development	3	1	4	30	70	100	3
22HR04	Employee Relation	3	1	4	30	70	100	3
22HR05	Strategic Human Resource Management	3	1	4	30	70	100	3
22DS06	Theory of Data Science	3	1	4	30	70	100	3
22HR07	Term Project-II	-			-	-	100	3
22GV08	Grand Viva-Voce	-			-	-	100	3
	Total	18	6	24	180	420	800	24

**INSTITUTE OF BUSINESS MANAGEMENT
NATIONAL COUNCIL OF EDUCATION BENGAL**

**PROPOSED SYLLABUS FOR 2 YEARS MBA PROGRAMME
2024-2025**

SPECIALIZATION: IT & SYSTEMS MANAGEMENT

SECOND YEAR SEMESTER-I

Contact periods/paper/semester: 56

Paper Code	Paper Name	Load Allocation per week (50 mins duration each)			Internal Marks	External Semester Marks	Total	Credit point
		L	T	Total				
21SM01	Analytics & Business Intelligence	3	1	4	30	70	100	3
21SM02	Object Oriented Programming	3	1	4	30	70	100	3
21SM03	Soft Computing Application in Decision making	3	1	4	30	70	100	3
21SM04	Data Structure	3	1	4	30	70	100	3
21SM05	Introduction to Artificial Intelligence & Machine Learning	3	1	4	30	70	100	3
21BE06	Business Ethics	3	1	4	30	70	100	3
21SM07	Term Project -I	-			-	-	100	3
	Total	18	6	24	180	420	700	21

SECOND YEAR SEMESTER-II

Contact period/paper/semester: 56

Paper Code	Paper Name	Load Allocation per week (50 mins duration each)			Internal Marks	External Semester Marks	Total	Credit point
		L	T	Total				
22SM01	Big Data for storage Management	3	1	4	30	70	100	3
22SM02	Software Engineering	3	1	4	30	70	100	3
22SM03	Social Media & Web Analytics	3	1	4	30	70	100	3
22SM04	Cyber Security & Risk Management.	3	1	4	30	70	100	3
22SM05	Database Management System	3	1	4	30	70	100	3
22DS06	Theory of Data Science	3	1	4	30	70	100	3
22SM07	Term Project-II	-			-	-	100	3
22GV08	Grand Viva-Voce	-			-	-	100	3
	Total	18	6	24	180	420	800	24