Shri Vaishnav Vidyapeeth Vishwavidyalaya
Shri Vaishnav School of Management
MBA
Choice Based Credit System (CBCS) (2021-2023)
SEMESTER - IV

S. No.	COURSE CODE	COURSE NAME	Examination Scheme					Teaching Scheme/Week			CREDITS	TOTAL MARKS
			THEORY			PRACTICAL						
			End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment* (20%)	End Sem University Exam** (60%)	Teachers Assessment*** (40%)	Th	T	P		
1		Major Specialization 1 (Elective 3)	60	20	20	0	0	3	0	0	3	100
2		Major Specialization 1 (Elective 4)	60	20	20	0	0	3	0	0	3	100
3		Major Specialization 2 (Elective 3)	60	20	20	0	0	3	0	0	3	100
4		Major Specialization 2 (Elective 4)	60	20	20	0	0	3	0	0	3	100
5	MBAI407	Major Research Project	0	0	0	60	40	0	0	0	4	100
6		Generic Elective-III	60	20	20	0	0	3	0	0	3	100
7	MBAI408	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
8		MOOCs	0	0	0	50	0	0	0	0	2	50
			300	100	100	160	40	15	0	0	23	700

*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.
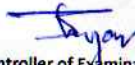
**MRP Viva- External (30 Marks); Guide (20 Marks); Report (10 Marks) Jointly by External and Guide

*** MRP Internal - Synopsis Presentation (20 Marks); Mid-Sem Presentation (20 Marks)

*MOOCs Online/Offline Certification Course (Min. 10 Hrs) of 2 CREDITS (50 Marks) to be done/completed in the duration of whole MBA Program.

Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Controller of Examinations
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
MBA Scheme w.e.f. 2021

LIST OF ELECTIVES

	Semester III	Semester IV
Marketing	MBAIEM303 Product and Brand Management	MBAIEM403 Retail Management
	MBAIEM304 Consumer Behaviour	MBAIEM404 Direct and Event Marketing
	MBAIEM305 Sales and Distribution Management	MBAIEM405 Rural Marketing
	MBAIEM306 Service Marketing	MBAIEM406 International Marketing
	MBAIEM307 Advertising Management	MBAIEM407 Strategic Marketing Management
	MBAIEM308 E - Marketing	MBAIEM408 Customer Relationship Management

	Semester III	Semester IV
Finance	MBAIEF303 Financial Market	MBAIEF403 Investment Analysis and Portfolio Management
	MBAIEF304 Financial Services	MBAIEF404 Rural Banking and Micro Finance
	MBAIEF305 Insurance and Risk Management	MBAIEF405 Mergers and Acquisition
	MBAIEF306 Banking Services and Management	MBAIEF406 Foreign Exchange Market
	MBAIEF307 Tax Planning and Management	MBAIEF407 Enterprise Risk Management
	MBAIEF308 International Financial Management	MBAIEF408 Financial Derivatives and Risk Management

	Semester III	Semester IV
Human Resource	MBAIEH303 Training and Development	MBAIEH403 Organizational Development
	MBAIEH304 Business Process Transformation	MBAIEH404 Change Management
	MBAIEH305 Human Resource Development and Audit	MBAIEH405 Performance Management and Appraisal
	MBAIEH306 Compensation Management	MBAIEH406 HR Issues in Mergers and Acquisitions
	MBAIEH307 Industrial Relations and Labour Law	MBAIEH407 International Human Resource Management
	MBAIEH 308 Leadership Development	MBAIEH408 Managerial Competencies and Career Development

	Semester III	Semester IV
Operations	MBAIEO303 Total Quality Management	MBAIEO403 Materials and Procurement Management
	MBAIEO304 Productivity Management	MBAIES405 Enterprise Resource Planning (ERP)
	MBAIEO305 Production Planning And Control	MBAIEO405 Product Innovation and Planning
	MBAIEO306 Business Process Reengineering	MBAIEO406 Total Productive Maintenance
	MBAIES303 E-Business	MBAIEO407 Industrial Engineering
	MBAIEO307 World Class Manufacturing	MBAIEO408 Strategic Technology Management

	Semester III	Semester IV
Systems	MBAIES303 E-Business	MBAIES403 Information Technology
	MBAIES304 Visual Basic Programming	MBAIES404 Software Engineering
	MBAIES305 Computer Networks	MBAIES405 Enterprise Resource Planning (ERP)
	MBAIES306 Object Oriented Programming Using C++	MBAIES406 Modeling Techniques and IT For Operations Management
	MBAIES307 Management Information System	MBAIES407 Virtual Marketing
	MBAIES308 RDBMS Using Oracle	MBAIES408 Business Intelligence and Data Mining