

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY**  
**(Formerly West Bengal University of Technology)**  
**Syllabus of MBA**  
**(Effective from 2023-2024 Admission Session)**

**CURRICULUM STRUCTURE**

**Core Courses (Six/Semester)**

**Semester-I(TotalCredits:4\*6=24)**

MB-101	Economics for Managers
MB -102	Organizational Behavior (Individual, Group, and organization)
MB -103	Business Laws, Ethics and Governance
MB -104	Accounting for Managers
MB -105	Research Methodology & Business Statistics
MB - 106	Entrepreneurship and Digital Transformation

**Semester-II(TotalCredits:4\*6=24)**

MB-201	Operations Research
MB-202	Financial Management
MB-203	Marketing Management
MB-204	Operations and Project Management
MB-205	Management Information System
MB-206	Human Resource Management

**Semester-III (Total Credits:4\*6=24+6 (Sessional)=30)**

**Compulsory Paper**

MB301: Corporate Strategy (Credit:4)
MB381: SIP & Viva Voce (Sessional-100 Marks)(Credit:6)

**Elective Papers: Three from anyone Functional Area (Major basket) and  
Two fixed minor papers from other functional area (Minor basket)**

FM/MM/HR/HC-301(Major)
FM/MM/HR/HC-302(Major)
FM/MM/HR/HC-303(Major)
FM/MM/HR/HC-302(Minor)
FM/MM/HR/HC-303(Minor)

**Semester-IV (Total Credits :4\*6=24+6 (Sessional)=30)**

**Compulsory Paper**

MB481: Comprehensive VivaVoce (Sessional-100Marks)(Credit:6)
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**Elective Papers : Four from anyone Functional Area (Major basket) and  
Two fixed minor papers from other functional area (Minor basket)**

FM/MM/HR/HC-401(Major)
FM/MM/HR/HC-402(Major)
FM/MM/HR/HC-403(Major)
FM/MM/HR/HC -404 (Major)
FM/MM/HR/HC - 403 (Minor)
FM/MM/HR/HC -404(Minor)

**\*\*The Major and Minor Functional areas will be same in the 4<sup>th</sup> Sem as chosen in the 3<sup>rd</sup> Semester.**

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**Third Semester**

**Compulsory Papers**

MB301: Corporate Strategy

MB381: SIP & Viva Voce (Sessional-100 Marks)

**Elective Papers Functional Specialization – Major**

MARKETING		HUMAN RESOURCE	
MM301	Marketing Research and Analytics	HR 301	HR Analytics and Applications
MM302	Integrated Marketing Communication	HR 302	Manpower Planning, Recruitment, and Selection
MM303	Consumer Behaviour	HR 303	Learning & Development
FINANCE		HEALTH CARE	
FM301	Security Analysis and Portfolio Management	HCM301	Hospital Support Services
FM302	Taxation	HCM302	Concept of Health, Disease and Healthcare
FM303	Financial Market and Services	HCM303	Hospital Planning and Organising

**Functional Specialization–Minor**

MARKETING		HUMAN RESOURCE	
MM302	Integrated Marketing Communication	HR302	Manpower Planning, Recruitment, and Selection
MM303	Consumer Behaviour	HR 303	Learning & Development
FINANCE		HEALTH CARE	
FM302	Taxation-Minor	HCM302	Concept of Health, Disease and Healthcare
FM303	Financial Market and Services	HCM303	Hospital Planning and Organizing

**Fourth Semester**

**Compulsory Paper**

MB481: Comprehensive Viva Voce (Sessional- 100 Marks)

**Elective Papers : Functional Specialization–Major**

MARKETING		HUMAN RESOURCE	
MM401	Product and Brand Management	HR 401	Employee Relations & Labour Laws
MM402	Retail Management	HR 402	Managing Diversity, Equity Inclusion (DEI) and Change
MM403	Sales & Distribution Management	HR 403	Strategic HRM
MM404	Service Marketing	HR 404	Performance and Compensation Management
FINANCE		HEALTH CARE	
FM401	Derivatives and Risk Management	HCM401	Financial Management in Health care Sector
FM402	Financial Modeling and Corporate Valuation	HCM402	HR and Marketing in Hospitals and Healthcare Organizations
FM403	Managing Bank and Financial Institutions	HCM403	Quality Assurance and Technology in Healthcare
FM404	Personal Financial Planning	HCM404	Legal Aspects of Healthcare Administration

**Functional Specialization–Minor**

MARKETING		HUMAN RESOURCE	
MM403	Sales & Distribution Management	HR 403	Strategic HRM
MM404	Service Marketing	HR 404	Performance and Compensation Management
FINANCE		HEALTH CARE	
FM403	Managing Bank and Financial Institutions	HCM403	Quality Assurance and Technology in Healthcare
FM404	Personal Financial Planning	HCM404	Legal Aspects of Healthcare Administration