

## SJB Institute of Technology



BGS Health and Education City, Dr. Vishnuvardhana Road, Kengeri, Bengaluru-560060

Antonomous Institute affiliated to Visvesvaraya Technological University, Belagavi Accredited by NAAC with 'A+'grade, Certified by ISO 9001 - 2015 Recognized by UGC, New Delhi with 2(f) & 12 (B)

#### AUTONOMOUS SCHEME - PG - MBA 1st year

**SCHEME:** 

2023

Aca. Year.: 2023-24

Date: 22.1.2024

SEM:

		t				Ť	ine c	Te	aching	Hrs/\	Veek		Exa	aminati	ons	
CI	6	Count			Dept.	g dept	ts	∠L	T	P S SE		SEE		S		
SL No	Course Type	Course type	Course Code	Course Title	Teaching	QP setting	Credits	Lecture	Tutorial	Practical	PBL/ABL/ SL/othrs.	CIE Marks	Dur.	Th. Mrks	Lab. Mrks.	Tot. Marks
1	PCC	1	23MBAC101	Principles of Management and Organizational Behaviour			3	3	0	0		50	03	50	-	100
2	PCC	2	23MBAC102	Managerial Economics			4	4	0	0		50	03	50	-	100
3	PCC	3	23MBAC103	Accounting for Managers	MBA	MBA	4	4	0	0		50	03	50	-	100
4	PCC	4	23MBAC104	Business Statistics		Σ	4	4	0	0		50	03	50		100
5	PCC	5	23MBAC105	Fundamentals of Business Analytics			4	4	0	0		50	03	50		100
6	PCC	6	23MBAC106	Communication Skills for Business			3	3	0	0		50	03	50	1	100
7	AEC	1	23MBAA107	Microsoft Advanced Excel for Managers	I.E.	I.E.	1	0	0	2		50	02	50		100
8	AEC	2	23MBAA108	Soft Skills for Employability-I	I.E.	I.E.	1	0	0	2		50	02	50		100
				Total			24	22	0	4	0	400	22	400	0	800

PCC: Professional Core Course, Ability Enhancement Course (AEC) {I.E.-Industry Experts}. Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. SLC: Self Learning Courses -10 to 15 courses shall be defined at the beginning of the course. Student shall select one course of their interest. Each student shall be allotted Mentors to guide through their course. Weekly assignment reviews shall be done by Mentors. Course shall be completed between 1st and 3rd Semester. Rubrics & Methodology shall be defined separately.

Head of the Department
Dept. of Management Studies
& Research Centre
SJB Institute of Technology
Kengeri, Bangalore-560 060

Prof. & Academic Dean SJB Institute of Technology BGS Health & Education City Kengeri, Bengaluru-560060

SJB Institute of Technology #67, BGS Health & Education City, Dr. Vishnuvardhan Road, Kengeri, Bengaluru - 560 060.



#### || Jai Sri Gurudev || Sri Adichunchanagiri Shikshana Trust (R)

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SCHEME:

2023

Aca. Year.: 2023-24

Date: 22.1.2024

SEM:

II

		t		,		Ť		Te	aching	g Hrs/V	Veek		Ex	aminat	ions	
C.	6	Count			Dept.	g dept	its	L	T	P	S	S)	s s			S
SL No	Course Type	Course type	Course Code	Course Title	Teaching	QP setting	Credits	Lecture	Tutorial	Practical	PBL/ABL/ SL/othrs.	CIE Marks	Dur.	Th. Mrks	Lab. Mrks.	Tot. Marks
1	PCC	7	23MBAC201	Human Resource Management			3	3	0	0		50	03	50	_	100
2	PCC	8	23MBAC202	Corporate Financial Management			4	4	0	0		50	03	50	_	100
3	PCC	9	23MBAC203	Marketing Management	MBA	MBA	3	3	0	0		50	03	50	-	100
4	PCC	10	23MBAC204	Operations Research	M	M	4	4	0	0		50	03	50	_	100
5	PCC	11	23MBAC205	Corporate Compliance			3	3	0	0		50	03	50		100
6	PCC	12	23MBAC206	Entrepreneurship Development			3	3	0	0		50	03	50	-	100
7	AEC	3	23MBAA207	Digital Marketing	I.E.	I.E.	1	0	0	2		50	02	50	-	100
8	AEC	4	23MBAA208	Soft Skills for Employability-II	I.E.	I.E.	1	0	0	2		50	02	50		100
9	NCMC	1	23MBAN209	Societal Project	MBA	MBA	PP/NP	0	0	0	@	50	3.	-	-	50
				Total			22	20	0	4		450	22	400		850

PCC: Professional Core Course, AEC: Ability Enhancement Course {I.E.-Industry Experts}, NCMC: Non-Credit Mandatory Course: The student shall undergo mandatory Societal Project as per the Scheme of Teaching and Examination under the guidance of one of the faculty members of the Department. Practical /Field Work /Project work/ Assignment are part of contact hours for the faculty and must be considered in the workload. @: Compulsorily through PBL/ABL/SL/Others. SLC: Self Learning Courses - 10 to 15 courses shall be defined at the beginning of the course. Student shall select one course of their interest. Each student shall be allotted Mentors to guide through their course. Weekly assignment reviews shall be done by Mentors. Course shall be completed between 1st and 3rd Semester. Rubrics & Methodology shall be defined separately.

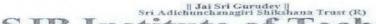
Head of the Department
Dept. of Management Studies
& Research Centre
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Kengeri, Bangalore-560 060

Dr. BARU. N.V
Prof. & Academic Dean
SJB Institute of Technology
BGS Health & Education City
Kengeri, Bengaluru-560060

Principal

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#### AUTONOMOUS SCHEME - PG - MBA 2nd Year

**SCHEME:** 

2023

Date:05.11.2024

REVISE

SEM: III (Core Specialization)

		nt		6	6.1		t.	ot		Tea	ching l	Hrs/\	Week		Examinations						
SL	Canada	Count		Course	e Code		Dept.	g dept	its	L	T	P	s	KS		SEE		ks			
No	Course Type	Course type	Marketing	Finance	Human Resource	Business Analytics	Teaching	QP setting	Credits	Lecture	Tutorial	Practical	PBL/ABL/ SL/othrs.	CIE Marks	Dur.	Th. Mrks	Lab. Mrks.	Tot. Marks			
1	PCC	13	23MBAC301	23MBAC301	23MBAC301	23MBAC301			3	3	0	0		50	03	50	-	100			
2	PCC	14	23MBAC302	23MBAC302	23MBAC302	23MBAC302			3	3	0	0		50	03	50		100			
3	PEC	1	23MBAM303	23MBAF303	23MBAH303	23MBAB303	A8	A8	3	3	0	0		50	03	50	-	100			
4	PEC	2	23MBAM304	23MBAF304	23MBAH304	23MBAB304	MBA	MBA	3	3	0	0		50	03	50	-	100			
5	PEC	3	23MBAM305	23MBAF305	23MBAH305	23MBAB305			3	3	0	0		50	03	50	-	100			
6	PEC	4	23MBAM306	23MBAF306	23MBAH306	23MBAB306			3	3	0	0		50	03	50		100			
7	INT	1	La Carte de la Car	INTERNSHIP	(23MBAI307)	Is a	MBA	MBA	4	0	0	0	@	50			50	100			
8	AEC	5	Po	ower BI Using Pyt	hon (23MBAA30	8)	IE	IE	2	0	0	4		50	03	50	12	100			
9	AEC	6	Soft S	kills for Employal	oility-III (23MBA	A309)	IE	IE	1	0	0	2		50	02	50		100			
				Tota	1				25	18	0	6		450	23	400	50	900			

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Head of the Department

Dept. of Management Studies & Research Centre SJB Institute of Technology Kengeri, Bangalore-560 060

Dr. BABU. N.V Prof & Academic Dean SJB institute of Technology **BGS Health & Education City** Kengeri, Bengaluru-560060

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# Sri Adichunchanagiri Shikshana Trust (R) SJB Institute of Technology BGS Health and Education City, Dr. Vishnuvardhana Road, Kengeri, Bengaluru-560060





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#### AUTONOMOUS SCHEME - PG - MBA 2nd Year

**SCHEME: 2023** 

Date: 05.11.2024

SEM: III (Dual Specialization)

		ıt			Course	e Code			jt.	pt			Tea Hrs/		0		Exa	mina	tions	s
CI	Type	Count						Human	Dept.	g dept	its	L	T	P	S	S		SEE		S
SL No	Course	Course type	Marketing & Finance	Finance & Human Resource	Human Resource & Marketing	Marketing & Business Analytics	Finance & Business Analytics	Resource & Business Analytics	Teaching	QP setting	Credits	Lecture	Tutorial	Practical	PBL/ABL/ SL/othrs.	CIE Marks	Dur.	Th. Mrks	Lab. Mrks.	Tot. Marks
1	PCC	13	23MBAC301	23MBAC301	23MBAC301	23MBAC301	23MBAC301	23MBAC301			3	3	0	0		50	03	50	- 120	100
2	PCC	14	23MBAC302	23MBAC302	23MBAC302	23MBAC302	23MBAC302	23MBAC302			3	3	0	0		50	03	50	140	100
3	PEC	1	23MBAM303	23MBAF303	23MBAH303	23MBAM303	23MBAF303	23MBAH303	A8	A8	3	3	0	0		50	03	50	-	100
4	PEC	2	23MBAM304	23MBAF304	23MBAH304	23MBAM304	23MBAF304	23MBAH304	MBA	MBA	3	3	0	0		50	03	50	-	100
5	PEC	3	23MBAF303	23MBAH303	23MBAM303	23MBAB303	23MBAB303	23MBAB303			3	3	0	0		50	03	50		100
6	PEC	4	23MBAF304	23MBAH304	23MBAM304	23MBAB304	23MBAB304	23MBAB304			3	3	0	0		50	03	50	-	100
7	INT	1			INTERNSHIP	(23MBAI307)		188	MBA	MBA	4	0	0	0	@	50			50	100
8	AEC	5		Pe	ower BI Using Pyt	hon (23MBAA30	8)		I.E.	I.E.	2	0	0	4		50	03	50	-	100
9	AEC	6		Soft S	Skills for Employa	bility-III (23MBA	A309)	-	I.E.	I.E.	1	0	0	2		50	02	50	-	100
611					Total						25	18	0	6		450	23	400	50	900

PCC: Professional Core Course, PEC: Professional Elective Course, SLC: Self Learning Course, AEC: Ability Enhancement Course {I.E.-Industry Experts}. Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. INT: The student shall undergo mandatory Internship/Organisation study as per the Scheme of Teaching and Examination under the guidance of one of the faculty members of the Department. @: Compulsorily through PBL/ABL/SL/Others. SLC: Self Learning Courses -10 to 15 courses shall be defined at the beginning of the course. Student shall select one course of their interest. Each student shall be allotted Mentors to guide through their course. Weekly assignment reviews shall be done by Mentors. Course shall be completed between 1st and 3rd Semester. Rubrics & Methodology shall be defined separately.

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06/11/14

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Principal

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#### **AUTONOMOUS SCHEME - PG - MBA 2nd year**

**SCHEME:** 

2023

Date: 05.11.2024

SEM:

III

	Core Courses
Subject Code	Title of the Subject
23MBAC301	RESEARCH METHODOLOGY AND IPR
23MBAC302	STRATEGIC MANAGEMENT

#### **Specialisation Courses**

			Specialisatio	n courses			
Ma	arketing		Finance	Huma	n Resource	Busir	ness Analytics
Professional	Elective Courses	Professio	nal Elective Courses	Professiona	l Elective Courses	Profession	al Elective Courses
Subject Code	Title of the subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
23MBAM303	Consumer Behaviour	23MBAF303	Tax Compliance and Management	23MBAH303	Talent Acquisition	23MBAB303	Introduction to Python data and Control System
23MBAM304	Services Marketing	23MBAF304	Investment analysis and Portfolio Management	23MBAH304	Industrial Relation and Legislation	23MBAB304	Business Analytics and Intelligence
23MBAM305	Sales and Retail Management	23MBAF305	Investment Banking	23MBAH305	Strategic HRM	23MBAB305	Marketing, Web and Social Media Analytics
23MBAM306	Business Marketing	23MBAF306	Project Analysis and Risk Management	23MBAH306	Leadership and Organization Development	23MBAB306	Predictive Analytics
23MBAI307	INTERNSHIP	23MBAI307	INTERNSHIP	23MBAI307	INTERNSHIP	23MBAI307	INTERNSHIP

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Detiller

Dr. BABU. N.V
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BGS Health & Education City
Kengeri. Bengaluru-560060

Principal
SJB Institute of Technology
# 67, BGS Health & Education City,

Dr. Vishnuvardhan Road, Kengeri, Bengaluru - 560 060. 23MBAF306: change in course title from "lisk management" to "Project analysis and lisk management".

Head of the Department
Dept. of Management Studies
& Research Centre
SJB Institute of Technology
Kengeri, Bangalore-560 060

Dr. BABU. N.V Prof & Academic Dean SJB Institute of Technology BGS Health & Education City Kengeri. Bengaluru-560060

07/11/14

Principal SIB Institute ST

# 67, BGS Health & Education City, Dr. Vishnuvardhan Road, Kengeri, Bengaluru - 560 060.





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#### AUTONOMOUS SCHEME- PG - MBA 2nd year

**SCHEME:** 

2023

Date: 05.11.2024

**SEM: IV (Core Specialization)** 

		ıt					ند	ot		Tea	ching	Hrs/\	Veek		Exar	ninati	ions	
107000		Count		Course	e Code		Dept.	g dept	its	L	Т	P	s	sy (S		SEE		KS
SL No	Course Type	Course type	Marketing	. Finance	Human Resource	Business Analytics	Teaching	QP setting	Credits	Lecture	Tutorial	Practical	PBL/ABL/ SL/othrs.	CIE Marks	Dur.	Th. Mrks	Lab. Mrks.	Tot. Marks
1	PCC	15	23MBAC401	23MBAC401	23MBAC401	23MBAC401			3	3	0	0		50	03	50	-	100
2	PCC	16	23MBAC402	23MBAC402	23MBAC402	23MBAC402			3	3	0	0		50	03	50		100
3	PEC	5	23MBAM403	23MBAF403	23MBAH403	23MBAB403		_	3	3	0	0		50	03	50		100
4	PEC	6	23MBAM404	23MBAF404	23MBAH404	23MBAB404	MBA	MBA	3	3	0	0		50	03	50	1	100
5	PEC	7	23MBAM405	23MBAF405	23MBAH405	23MBAB405	2	2	3	3	0	0		50	03	50	-	100
6	PEC	8	23MBAM406	23MBAF406	23MBAH406	23MBAB406			3	3	0	0		50	03	50	-	100
7	PRJ	1		Project Work (	(23MBAP407)				6	0	0	0	(a)	50			50	100
8	AEC	7	SPSS( Statist	ical package for S	ocial Sciences) (2	3MBAA408)	I.E.	I.E.	2	0	0	4		50	03	50	-	100
9	SLC	1	NPTI	EL/ SWAYAM CO	OURSE (23MBA	S409)	MBA	MBA	2	0	0	0	@	50	03	50		100
10	AEC	8	Soft S	kills for Employal	bility-IV (23MBA	A410)	I.E.	I.E.	1	0	0	2		50	02	50	-	100
				Tota	ıI			•	29	18	0	6		500	26	450	50	1000

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**SCHEME:** 

2023

Date: 05.11.2024

SEM: IV (Dual Specialization)

		nt			Course	Code				)t		Teac	hing	Hrs	/Week		Exa	amina	tions	
SL	Type	Count						Human	Dept.	g dept	its	L	T	P	S	KS		SEE		S
No	Course	Course type	Marketing & Finance	Finance & Human Resource	Human Resource & Marketing	Marketing & Business Analytics	Finance & Business Analytics	Resource & Business Analytics	Teaching	QP setting	Credits	Lecture	Tutorial	Practical	PBL/ABL/ SL/othrs.	CIE Marks	Dur.	Th. Mrks	Lab. Mrks.	Tot. Marks
1	PCC	15	23MBAC401	23MBAC401	23MBAC401	23MBAC401	23MBAC401	23MBAC401			3	3	0	0		50	03	50	-	100
2	PCC	16	23MBAC402	23MBAC402	23MBAC402	23MBAC402	23MBAC402	23MBAC402			3	3	0	0		50	03	50		100
3	PEC	5	23MBAM403	23MBAF403	23MBAH403	23MBAM403	23MBAF403	23MBAH403	-12	-10	3	3	0	0		50	03	50		100
4	PEC	6	23MBAM404	23MBAF404	23MBAH404	23MBAM404	23MBAF404	23MBAH404	MBA	MBA	3	3	0	0		50	03	50	-	100
5	PEC	7	23MBAF403	23MBAH403	23MBAM403	23MBAB403	23MBAB403	23MBAB403	2	2	3	3	0	0		50	03	50	-	100
6	PEC	8	23MBAF404	23MBAH404	23MBAM404	23MBAB404	23MBAB404	23MBAB404			3	3	0	0		50	03	50	-	100
7	PRJ	1			Project Work (	23MBAP407)					6	0	0	0	(a)	50			50	100
8	AEC	7		SPSS( Statist	ical package for So	ocial Sciences) (23)	MBAA408)		IE	IE	2	0	0	4		50	03	50	-	100
9	SLC	1		NPTI	EL/ SWAYAM CO	OURSE (23MBAS4	109)		MBA	MBA	2	0	0	0	@	50	03	50		100
10	AEC	8	E F	Soft S	kills for Employab	oility-IV (23MBAA	410)		ΙE	IE	1	0	0	2		50	2	50	-	100
					Total						29	18	0	6		500	26	450	50	1000

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#### **AUTONOMOUS SCHEME PG - MBA 2nd year**

**SCHEME** 2023 SEM:

IV

Date: 05.11.2024

			Core Cou	rses			
	Subject Code				Fitle of the Subject		
	23MBAC401			DESIGN TH	INKING AND INNOVA	TION	
	23MBAC402			INTER	RNATIONAL BUSINESS		
			Specialisation	Courses			
	Marketing		Finance	Hun	nan Resources	Busine	ess Analytics
Profession	nal Elective Courses	Profession	onal Elective Courses	Profession	nal Elective Courses	Professiona	I Elective Courses
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
23MBAM403	Strategic Brand Management	23MBAF403	Mergers, Acquisitions and Corporate Restructuring	23MBAH403	Conflict & Negotiation Management	23MBAB403	Machine Learning
23MBAM404	Integrated Marketing Communication	23MBAF404	GST and Custom Duty	23MBAH404	HR Analytics	23MBAB404	Big Data
23MBAM405	International Marketing Management	23MBAF405	International Financial Management	23MBAH405	Global Human Resource Management	23MBAB405	Web Analytics
23MBAM406	Logistic and Supply Chain Management	23MBAF406	Financial Derivatives	23MBAH406	Personal Growth and Interpersonal Effectiveness	23MBAB406	Business Statistics and Analysis for Decision Making
23MBAP407	Project work	23MBAP407	Project work	23MBAP407	Project work	23MBAP407	Project work

Head of the Department Dept. of Management Studies & Research Centre SJB Institute of Technology Kengeri, Bangalore-560 060

Dr. BABU. N.V Prof & Academic Dean **SJB** institute of Technology the Bengalury Speech almal SJB Institute of Technology # 67, BGS Health & Education City, Dr. Vishnuvardhan Road, Kengeri, Bengaluru - \$60,060.

Note: 23MBAFtOS:

change in course