

Baddi University of Emerging Sciences & Technology
(Established under state Act No. 21 of 2009 of Himachal Pradesh & Approved by
UGC under Section 22 of UGC Act 1956)

Baddi, Solan, Himachal Pradesh-173205 (INDIA)



ACADEMIC PROGRAM GUIDE
for
Masters of Business Administration
(MBA)
2024 Onwards

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1. General Information

The Academic Program Guide is a comprehensive document detailing course scheme, associated credits per course and the distribution of each course in Lecture (L), Tutorial (T) and Practical (P) hours. It also details the eligibility criteria for admission, for award of degree, the assessment and evaluation procedures along with a glimpse of the pedagogical aspects of the programs.

This Guide is to be used in association with the Academic Regulations of the Institute and the Examination Regulations of the University to make a complete rule set.

The course schemes given in this document are approved by respective Board of Studies and the Academic Council of Baddi University of Emerging Sciences and Technology.

2. Eligibility for Admission

The student seeking admission in MBA program should have cleared Graduation or equivalent exam as declared by a recognized University. The admission is purely on the basis of merit in CAT/MAT/BUEST entrance exam.

3. Duration and Stages

The duration of the MBA program is two years - divided into 4 semesters. There is University End Term Examination (ETE) at the end of each semester, except in the case of special courses such as Industrial Training/Thesis/Seminar/Project, which is evaluated by a panel appointed by the University. The maximum duration of completion of degree is 3 years.

4. Rules for attendance

As detailed in Academic Regulations section 4.23, every student must ensure a minimum attendance of 75%.

For students having an attendance of less than 75% and greater than or equal to 65% a grade lower than the one earned shall be awarded.

For students having attendance of less than 65% and greater than or equal to 50% grade E shall be awarded.

For students with attendance less than 50% grade F shall be awarded.

5. Special Courses

Industrial Training is designed to impart very basic industry skills in their branch of study.

Industry oriented hands-on Courses are designed to impart state of art technology/tools/platforms/skills to students. During Industrial Training, the students go to the industry and obtain extensive experience to work there. These exposures supplement the Course scheme, thereby, make students Industry Ready and prepare them to be Day-one, Hour-one professionals.

6. Pedagogical Aspects

The structural layout of the program and its courses requires that each course be divided in Lecture (L), Tutorial (T) and Practical (P) sessions. Duration of each session as given in the column against the course in the course scheme is 55 minutes.

Lecture sessions: Lectures are delivered by traditional - chalk board method, supplemented by modern Information Communication technology (ICT) methods. The students are encouraged to ask questions and involve in Group Discussion to the extent allowed by the teacher. In some subjects where case study-based methodology is adopted, the lectures are supplemented by discussions on case studies.

Tutorial Sessions: The tutorial sessions are small groups of students interacting with the teacher, solving application oriented analytical problems. The tutorial sessions are very interactive and inculcate problem solving skills in the students. **Lab / Practical Sessions:** During lab / practical sessions, the students work on prescribed list of experiments and do what they have learnt in the Lecture / Tutorial sessions.

Industrial Training: Industrial Training is a real experience at the industry. **Students will undertake summer training after the end of 2nd semester during summer vacations.** TPC in consultation with Dean of the School has the authority to assign Industrial Trainings, at appropriate industries. The students may be given freedom to choose his/her own Industry, but the decision of Dean is final while allotment. The duration for all such training is for a span of 6/8 weeks.

7. Assessment and Evaluation

The evaluations will be continuous and the weightage of various components. There are two Mid Term Tests (MTEs) for all theory papers and one End Semester Test.

Table 1 for Theory and Personality Development courses, Table 2 for Practical Courses, Table-3 for Industrial Training and Table-4 for Minor/Major Project/Seminar.

For Theory Courses/PDP Courses

Attendance	5
Quizzes/Assignments/ Presentation/Class Test/ Open Book Test/ Case Study	20
Mid Term Tests (MTE)	25
End Term Examination	50
Total	100

Table 1: Evaluation components for Theory Courses

For Lab Courses

Lab Performance	10
Lab file work	10
Viva – Voce	10
Total	30

Table 2: Evaluation Components for Practical Courses

For Industrial Training

Performance/Presentation/Project report	60
Internal Viva – Voce	40
Total	100

Table 3: Evaluation Components for Industrial Training

For Minor/Major Project/Seminar

Internal marks comprising of Weekly and Monthly Evaluation.	50
Final Viva cum presentation and report.	50

Table 4: Evaluation Components for Minor/Major Project

The medium of instruction is English.

Criteria to Pass Examination: Based on the marks obtained by the student in a particular course as described in tables above, the grade in that course is obtained, in accordance with the table 5

Letter Grade	Percentage Marks	Grade Point	Performance
A+	≥ 85%	10	Excellent
A	≥ 80% & < 85%	9	Very Good
B+	≥ 70% & < 80%	8	Good
B	≥ 55% & < 70%	7	Fair
C	≥ 45% & < 55%	6	Average
D	≥ 35% & < 45%	4	Marginal
E	< 35%	2	Exposed
F	Short Attendance	0	Poor

Table 5: Grading scheme

If a student obtains grade D or above, he is declared pass in that subject. The grade E is equivalent to be fail in that subject, in which case; the student has to reappear in the end term examination of that subject again, whenever its exam is conducted again with the regular examination, after payment of appropriate examination fee.

If the student is detained from appearing in the end term examination because of shortage of attendance in the regular semester or is absent in the end term exam, his grade in that subject is 'F', till he/she appears again in the end term examination and obtains a new grade.

Eligibility for award of degree: In addition to conditions given in section 8 of Academic Regulations, a CGPA of 5 is required to receive degree in MBA. The minimum credits to be earned are given in table 6

Programme/ Year	I	II	Total
MBA	64	60	124

Table 6: Minimum credits to be earned for award of Post Graduate Management Courses

Baddi University of Emerging Sciences & Technology
Schemes of Master of Business Administration (MBA)

1st semester:

Generic Core Courses

	Generic Core Courses	L	T	P	Credits
PBA -102	Economics for Managers	4	0	0	4
PBA -103	Business Environment and Analysis	4	0	0	4
PBA -104	Accounting for Managers	4	0	0	4
PBA -105	Business Communication	2	2	0	3
PBA-107	Business Statistics	4	0	0	4
PBA -108	Management Concepts and Applications	4	0	0	4
PBA-110	Organizational Behavior	4	0	0	4
PPD-110	PDP	2	0	0	2
	Total	28	2	0	29

*Generic Core: This is the course which should compulsorily be studied by a candidate as a core requirement to complete the requirement of a degree in a said discipline of study.

Generic Elective Courses

	Generic Elective Courses (Choose any one)	L	T	P	Credits
PBA-111	Business Computing	2	0	2	3
PBA-112	Enterprise Analysis-Desk Research	3	0	0	3
PBA-113	Selling &Negotiation Skills	3	0	0	3
PBA-114	Life Skills	3	0	0	3
PBA-115	Leadership Skills	3	0	0	3

Total contact hours:

33

Total credits:

32

* Out of the above-mentioned list of Generic Elective Course, one will be offered to students.

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MBA 2nd semester:
Generic Core Courses

	Generic Core Courses	L	T	P	Credits
PBA- 152	Human Resource Management	4	0	0	4
PBA -153	Financial Management	4	0	0	4
PBA -154	Marketing Management	4	0	0	4
PBA -155	Production and Operation Management	4	0	0	4
PBA -157	Business Legislation	4	0	0	4
PBA-161	Total Quality Management	3	0	0	3
PMG-101	Research Methodology	4	0	0	4
PPD-161	PDP	2	0	0	2
	Total	29	0	0	29

Generic Core: This is the course which should compulsorily be studied by a candidate as a core requirement to complete the requirement of a degree in a said discipline of study.

Generic Elective Courses

	Generic Elective Courses (Choose any one)	L	T	P	Credits
PBA-162	Emotional, Intelligence & Managerial, Effectiveness	3	0	0	3
PBA-163	Industry Analysis-Desk Research	3	0	0	3
PBA-164	Computer Aided Personal Productivity Tool Lab	2	0	2	3
PBA-165	Business, Government & Society	3	0	0	3
PBA-167	Data Analytics	3	0	0	3

Total contact hours:

32

Total credits:

32

* Out of the above-mentioned list of Generic Elective Course, one will be offered to students.

* Students will go for industrial excursion after the end of second semester.

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Note- Out of six specializations only three can be offered for minor subjects.

Semester-III

Sr. No	Course Code	Course Title	L	T	P	Credit
1	PBA – 230	Entrepreneurship	3	0	0	3
2	PBA – 231	Operation Research	3	0	0	3
3	PBA – XXX	Major Specialization 1 (Refer the Specialization List)	3	0	0	3
4	PBA – XXX	Major Specialization 2 (Refer the Specialization List)	3	0	0	3
5	PBA – XXX	Major Specialization 3 (Refer the Specialization List)	3	0	0	3
6	PBA – XXX	Major Specialization 4 (Refer the Specialization List)	3	0	0	3
7	PBA – XXX	Minor Specialization 1 (Refer the Specialization List)	3	0	0	3
8	PBA – XXX	Minor Specialization 2 (Refer the Specialization List)	3	0	0	3
9	PPD – 201	Personality Development Programme	2	0	0	2
10	PTR – 201	On Job Training Report and Presentation (Undertaken) During Summer Vacations of 8 Weeks	0	0	4	4
		Total	26	0	4	30

Total contact hours:

30

Total credits:

30

Semester-IV						
Sr. No	Course Code	Course Title	L	T	P	Credit
1	PBA – 251	Strategic Management	3	0	0	3
2	PBA-286	Business Ethics and Corporate Governance	3	0	0	3
3	PBA – XXX	Major Specialization 1 (Refer the Specialization List)	3	0	0	3
4	PBA – XXX	Major Specialization 2 (Refer the Specialization List)	3	0	0	3
5	PBA – XXX	Major Specialization 3 (Refer the Specialization List)	3	0	0	3
6	PBA – XXX	Major Specialization 4 (Refer the Specialization List)	3	0	0	3
7	PBA – XXX	Minor Specialization 1 (Refer the Specialization List)	3	0	0	3
8	PBA – XXX	Minor Specialization 2 (Refer the Specialization List)	3	0	0	3
9	PBA – 252	Management Research Project	4	0	0	4
10	PPD – 261	Personality Development Programme	2	0	0	2
		Total	30	0	0	30

Total Contact Hours:

30

Total credits:

30

Subject Core Courses (Specialization List) 3rd Semester

	Subject Core Courses (Marketing)	L	T	P	Credits
PBA M01	Advertising Management	3	0	0	3
PBA M02	Consumer behavior	3	0	0	3
	Subject Core Courses (Finance)	L	T	P	Credits
PBA F01	Security Analysis & Portfolio Management	3	0	0	3
PBA F02	Management Control System	3	0	0	3
	Subject Core Courses (HR)	L	T	P	Credits
PBA H01	Industrial Relations and Labor Legislation	3	0	0	3
PBA H07	Human Resources Development & Training	3	0	0	3
	Subject Core Courses (Retail Management)	L	T	P	Credits
PBA R01	Retail and Store operations Management	3	0	0	3
PBA R02	Logistics and Supply Chain Management	3	0	0	3
	Subject Core Courses (Pharma)	L	T	P	Credits
PBA P01	Strategic issues in Pharmaceutical Marketing	3	0	0	3
PBA P02	Introduction to Pharmacy Business Environment	3	0	0	3
	Subject Core Courses (Digital marketing)	L	T	P	Credits
PBA D01	Search engine optimization	3	0	0	3
PBA D02	Search engine marketing	3	0	0	3

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Subject Elective Courses

Marketing

	Subject Elective Courses (Marketing) (Choose any two)	L	T	P	Credits
PBA M03	Retail Management	3	0	0	3
PBA M04	Logistic and Supply Chain Management	3	0	0	3
PBA M05	Product and Brand Management	3	0	0	3
PBA M06	Internet Marketing	3	0	0	3

Finance

	Subject Elective Courses (Finance) (Choose any two)	L	T	P	Credits
PBA F07	Indian Financial System	3	0	0	3
PBA F04	Working Capital Management	3	0	0	3
PBA F05	Principles of Banking and Insurance	3	0	0	3
PBA F06	Strategic Financial Management	3	0	0	3

Human resource management

	Subject Elective Courses (Human resource management) (Choose any two)	L	T	P	Credits
PBA H03	Organizational Change and Development	3	0	0	3
PBA H04	Competency and Performance Management System	3	0	0	3
PBA H05	Behavioral Testing and Counselling	3	0	0	3
PBA H06	Interpersonal and Group Processes	3	0	0	3

Retail Management

	Subject Elective Courses (Retail management) (Choose any two)	L	T	P	Credits
PBA R03	Retail Brand Management	3	0	0	3
PBA R04	Franchising Management	3	0	0	3
PBA R05	Buying and Merchandising,	3	0	0	3
PBA R06	Promotions and Customer Relationship Management	3	0	0	3

Pharmaceutical Management

	Subject Elective Courses (Pharmaceutical Management) (Choose any two)	L	T	P	Credits
PBA P03	Pharmaco- economics	3	0	0	3
PBA P04	Consumer Behavior in Pharmaceuticals	3	0	0	3
PBA P05	New Product Launch and Brand Building in Pharmaceuticals	3	0	0	3
PBA P06	Production Management and Inventory Control	3	0	0	3

Digital marketing

	Subject Elective Courses (Digital marketing) (Choose any two)	L	T	P	Credits
PBA D03	Web analytics	3	0	0	3
PBA D04	Inbound Digital marketing	3	0	0	3
PBA D05	Website planning and creation	3	0	0	3
PBA D06	Digital Display Advertising and online reputation management	3	0	0	3

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MBA 4th Semester:

Subject Core Courses

	Subject Core Courses (Marketing)	L	T	P	Credits
PBA M51	Marketing of Services	3	0	0	3
PBA M53	Sales and Distribution management	3	0	0	3
	Subject Core Courses (Finance)	L	T	P	Credits
PBA F51	International Financial Management	3	0	0	3
PBA F52	Management of Financial Services	3	0	0	3
	Subject Core Courses (HR)	L	T	P	Credits
PBA H51	International HRM	3	0	0	3
PBA H57	Strategic Human Resources Management	3	0	0	3
	Subject Core Courses (Retail Management)	L	T	P	Credits
PBA R51	E-Retailing: Retail Information Systems	3	0	0	3
PBA R52	Franchising and Global Retailing	3	0	0	3
	Subject Core Courses (Pharma)	L	T	P	Credits
PBA P51	International Marketing in Pharmaceuticals	3	0	0	3
PBA P52	Pharmaceutical Quality Assurance	3	0	0	3
	Subject Core Courses (Digital marketing)	L	T	P	Credits
PBA D51	Social media marketing	3	0	0	3
PBA D52	E-mail marketing	3	0	0	3

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Subject Elective Courses

Marketing

	Subject Elective Courses (Marketing) (Choose any two)	L	T	P	Credits
PBA M52	International Marketing	3	0	0	3
PBA M55	Rural and Agriculture Marketing	3	0	0	3
PBAM56	Customer Relationship Management	3	0	0	3
PBA M57	Digital Marketing	3	0	0	3

Finance

	Subject Elective Courses (Finance) (Choose any two)	L	T	P	Credits
PBA F53	Merger Acquisition and Amalgamation	3	0	0	3
PBA F54	Financial Engineering	3	0	0	3
PBA F55	Project Management	3	0	0	3
PBA F56	Credit Management	3	0	0	3

Human resource management

	Subject Elective Courses (Human resource management) (Choose any two)	L	T	P	Credits
PBA H53	Compensation Management	3	0	0	3
PBA H54	Industrial Psychology	3	0	0	3
PBA H55	Managing Negotiation and Conflict Management	3	0	0	3
PBA H56	Human Resource Planning and Audit	3	0	0	3

Retail management

	Subject Elective Courses (Retail management) (Choose any two)	L	T	P	Credits
PBA R53	HR Legal issues in Retail	3	0	0	3
PBA R54	Strategic Issue in Retailing and Rural Retailing	3	0	0	3
PBA R55	Interactive Marketing	3	0	0	3
PBA R56	Visual Merchandising and Vendor Management	3	0	0	3

Pharmaceutical Management

	Subject Elective Courses (Pharmaceutical Management) (Choose any two)	L	T	P	Credits
PBA P53	Pharmaceutical Regulatory Affairs: Patents and DRA/Intellectual Property Rights (IPR)	3	0	0	3
PBA P54	Logistics and Supply Chain Management for Pharmaceuticals	3	0	0	3
PBA P55	Medical Pharmacology	3	0	0	3
PBA P56	Pharmaceuticals Management Information System	3	0	0	3

Digital marketing

	Subject Elective Courses (Digital marketing) (Choose any two)	L	T	P	Credits
PBA D53	Internet marketing	3	0	0	3
PBA D54	E- business		0	0	3
PBA D55	Mobile marketing	3	0	0	3
PBA D56	Integrating digital media and branding	3	0	0	3

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