



**Department of Management Studies**  
**Islamic University of Science and Technology**  
 1-University Avenue, Awantipora, J&K

# COURSE STRUCTURE

## One-Year Master of Business Administration (NEP 2020)

Semester I								
Course Code	Course Title	Type (Credits)	Credit Hours		Evaluation Criteria			
			L+T+P+S	Total	Mid-term	Cont. Assmnt.	End-term	Total
MBO601C	Operations Research	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO602C	Managerial Accounting & Finance	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO603C	Marketing Intelligence	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO604C	Tourism Business Development	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO605C	Enterprise Systems & Digital Transformation	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO606C	Economic Theory for Managers	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO607C	People in Organizations	Major (3)	(2+0+0+2)	4	25	15	35	75
<b>Total</b>			<b>21</b>					
Semester II								



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MBO701C	Strategic Management	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO702C	Entrepreneurship & Innovation Development	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO703C	Discipline Centric Elective - I	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO704C	Discipline Centric Elective - II	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO705C	Discipline Centric Elective - III	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO706C	Discipline Centric Elective - IV	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO707C	Discipline Centric Elective - V	Major (3)	(2+0+0+2)	4	25	15	35	75
MBO708C	Comprehensive Viva	Major	Audit					
<b>Total</b>			<b>21</b>					
Internship		Major (8)	(0+0+16+0)	16	-	-	-	100

<b>Discipline Centric Elective – Marketing</b>	
MBO701MM	Marketing Research
MBO702MM	Integrated Marketing Communications
MBO703MM	Marketing Strategy and Planning
MBO704MM	Services Marketing
MBO705MM	Rural and Agricultural Marketing
MBO706MM	Global Marketing



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MBO707MM	Social Media and Content Marketing
MBO708MM	Neuromarketing
MBO709MM	E-Marketing
MBO710MM	Sustainable and Green Marketing
MBO711MM	Term Paper – Marketing
MBO712MM	Swayam course from Marketing area
MBO713MM	Background Research Paper (Marketing)
<b>Discipline Centric Elective - Human Resource</b>	
MBO701HR	HR Metrics & Analytics
MBO702HR	Management of Industrial Relations
MBO703HR	Talent Management
MBO704HR	Strategic HRM
MBO705HR	Labour Laws
MBO706HR	Leadership Dynamics
MBO707HR	International Human Resource Management
MBO708HR	Cross Cultural Management
MBO709HR	Dynamics of HRD
MBO710HR	Green HRM
MBO711HR	Term Paper - Human Resource



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MBO712HR	Swayam course from Human Resource area
MBO713HR	Background Research Paper (Human Resource)
<b>Discipline Centric Elective - Finance</b>	
MBO701FM	Entrepreneurial Finance
MBO702FM	International Corporate Finance
MBO703FM	FinTech & Digital Financial Innovation
MBO704FM	Derivatives & Financial Engineering
MBO705FM	Sustainable Finance & ESG Investing
MBO706FM	Fundamental Econometrics for Finance
MBO707FM	Financial Psychology
MBO708FM	Investment Analysis and Portfolio Management
MBO709FM	Fundamentals of Islamic Finance
MBO710FM	Project Finance and Investment
MBO711FM	Term Paper – Finance
MBO712FM	Swayam course from Finance area
MBO713FM	Background Research Paper (Finance)
<b>Discipline Centric Elective – Information Technology Management</b>	
MBO701IT	Innovation & Tech Startup Management
MBO702IT	Sustainable IT & Green Technology Management



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MBO703IT	Technology Strategy & IT Governance
MBO704IT	Blockchain, FinTech & Emerging Technologies
MBO705IT	Good Governance
MBO706IT	IT Project & Change Management
MBO707IT	RDBMS
MBO708IT	5G, IoT, and Smart Infrastructure Management
MBO709IT	Technology Risk, Regulation & Policy
MBO710IT	Global Technology Standards & Geopolitics
MBO711IT	Term Paper - Information Technology
MBO712IT	Swayam course from Information Technology area
MBO713IT	Background Research Paper (Information Technology)
<b>Discipline Centric Elective - Tourism</b>	
MBO701TM	Tourism Principles
MBO702TM	Tourism Operations
MBO703TM	Tourism Geography
MBO704TM	Tourism Planning
MBO705TM	Destination Development & Management
MBO706TM	Marketing of Tourism Services
MBO707TM	Entrepreneurial Tourism



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MBO708TM	Tourist Product of India
MBO709TM	Tourism Behaviour
MBO710TM	Hotel Management
MBO711TM	Term Paper – Tourism
MBO712TM	Swayam course from Tourism area
MBO713TM	Background Research Paper (Tourism)
<b>Industry Internship</b>	
MBO701IN	Practicum in Automotive Business Management
MBO702IN	Resident Training in Financial Services
MBO703IN	Industry Immersion in Banking Operations
MBO704IN	Experiences in Tourism Business Operations
MBO705IN	Internship in Hospitality Management
MBO706IN	Experiential Learning in Healthcare Administration
MBO707IN	Applied Learning in Telecommunications
MBO708IN	Training Program in Retail and E-Commerce
MBO709IN	Fieldwork in Real Estate and Construction
MBO710IN	Professional Practice in Education and EduTech
MBO711IN	Resident Training in Information Technology
MBO712IN	Short-Term Training in Media and Entertainment



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MBO713IN	Fashion and Apparel Practicum
MBO714IN	Work Placement in HR Activities
MBO715IN	Professional Practice in Corporate Financial Behaviour
MBO716IN	Apprenticeship in Aviation Management
MBO717IN	Experiential Learning in Indian Tax System
MBO718IN	Internship in Public Policy and Governance
MBO719IN	Practical Learning in Agri-Business Management
MBO720IN	Apprenticeship in Consultancy Services

#### Notes:

1. The internship will be of 8-10 weeks.

#### **2. Evaluation scheme for internship:**

Each student shall be allotted a supervisor from the department who will depute the student to a reputed business organization for the internship. The internship shall, therefore, be conducted under the joint guidance of a faculty member of the department and a mentor from the organization to which the student is deputed. The evaluation of the internship shall consist of three components -

- Evaluation by the concerned industry mentor under whose co-guidance the internship is conducted (40%).
- Evaluation by the concerned faculty member of the department based on the report submitted by the student (30%).
- Presentation cum Viva-voce (30%).

The presentation cum viva-voce shall be conducted by the departmental committee consisting of all the faculty members of the department and an External Expert (optional). The head of the department shall function as the chairperson of the committee. In case of his/her absence, s/he



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shall nominate any other senior faculty member of the department as the chairperson. The External Expert shall be nominated by the Vice Chancellor from the panel of experts submitted by the Head of the Department.

Before submitting the internship report to the department, each student will be required to obtain a similarity index report from the university library. Only those internship reports whose similarity index is less than 30% will be cleared for submission.

### **3. Evaluation scheme for term-paper:**

Each student who opts the 'term paper' as an elective will be required to publish one research article on the theme of the term paper. The term paper shall comprise 100 marks. The marks obtained by the student will depend on the quality of the publication outlet in which the research article is published. The specific allotment of marks for that purpose will be as follows -

→ If the paper is published in a peer-reviewed journal - 50 out of 100.

→ If the paper is published in a UGC-CARE listed journal - 65 out of 100.

→ If the paper is published in a journal ranked 'C' according to the ABDC ranking and indexed in UGC-CARE/Scopus/Web of Science - 85 out of 100

→ If the paper is published in a journal ranked 'B' according to the ABDC ranking and indexed in UGC-CARE/Scopus/Web of Science - 95 out of 100.

→ If the paper is published in a journal ranked 'A' according to the ABDC ranking and indexed in UGC-CARE/Scopus/Web of Science- 100 out of 100.