

**RAMA DEVI WOMEN'S UNIVERSITY, VIDYA VIHAR  
BHUBANESWAR-22**

Proceeding of the meeting of the Board of Studies - **MBA**  
held on 24-04-2023 at 11.00 A.M : A.M. : P.M. in the University Office  
Bhoi Nagar, Bhubaneswar-22.

**Members Present :**

1. Prof. P. K. Mohanty
2. Dr. Dasarathi Sahu
3. Prof. Trishar Kanti Parry
- 4.
- 5.
- 6.
- 7.
- 8.

1. Prof. Dr. Sabal K. Digid is selected as Chairman of the Board for the Academic year 2022

2. The recommendations of the Board in respect of the Regulations, Detailed Syllabus, Text Books and other items are appended the prescribed form.

**Signature of the Members:-**

1. Prof. P. K. Mohanty
2. Dr. Dasarathi Sahu  
24/04/2023
- 3.
4. Prof. Trishar Kanti Parry  
24/4/23
- 5.
- 6.
- 7.
- 8.

Dr. Sabal K. Digid  
24.4.2023  
CHAIRMAN

**RAMA DEVI WOMEN'S UNIVERSITY  
(RDWU)**

**DEPARTMENT OF BUSINESS  
ADMINISTRATION**

**Syllabus  
Of  
MASTER OF BUSINESS ADMINISTRATION  
(MBA)**

**FIRST & THIRD SEMESTER - JULY - DECEMBER**

**SECOND & FOURTH SEMESTER - JANUARY - JUNE**



**RAMA DEVI WOMEN'S UNIVERSITY (RDWU)  
VIDYA VIHAR, BHUBANESWAR - 751022, ODISHA**

*Handwritten signature and date: 24.6.23*

*Handwritten signature and date: 24/6/2023*

*Handwritten signature and date: 24/6/23*



RAMA DEVI WOMEN'S UNIVERSITY, VIDYA VIHAR  
BHUBANESWAR-22

Proceeding of the meeting of the Board of Studies ... M.P.O. ...  
held on 27 May 2022 at 11:00 A.M. ~~P.M.~~ in the University Office,  
Bhoi Nagar, Bhubaneswar-22.

Members Present :

1. Dr. Sabat Kumar Digid
2. Prof. Praval K Mohanty
3. Prof. Dr. Bhu B Mishra (Absent)
4. Prof. Tuskar Kanta Pany
5. Dr. Dasarathi Sahu
- 6.
- 7.
- 8.

Prof. Dr. Sabat Kumar Digid is selected as Chairman of the  
Board for the Academic year 2022

The recommendations of the Board in respect of the Regulations, Detailed Syllabus, Text  
Books and other items are appended the prescribed form.

Signature of the Members:-

1. [Signature]
2. [Signature]
- 3.
4. [Signature]
5. [Signature]
- 6.
- 7.
- 8.

[Signature] 5.22  
CHAIRMAN

P.T.O.

1. Board of Studies members recommended for adoption of UGC suggested model syllabus for M.B.A program with suitable modifications to be adopted from next academic session 2022-23.

2. Chairperson of the BOS is authorized to make any changes in the list of examinations, paper setting moderators and Board of conducting examinations wherever situation arises.

P. S. R. 29/5/22 29/5/22  
Principal 29/5/22  
29/5/22

## REGULATIONS

A candidate has to secure 50% marks in the aggregate and 40% mark in a paper to pass in a semester. A candidate has to appear both in theory and practical papers for pass. Absence in practical component means fail in that paper, but marks in both theory and practical taken together would consider for pass.

The students are required to complete the mid-term examination before end term in case of absence. Marks in mid-term and end term together taken into account for pass. The end term is 70 marks and mid term is 30marks in a paper or as per rules of the University.

**Hard case rule-** A candidate would be given 0.5% mark (4 marks max) in a semester to pass. In case of failure. 4 marks would be awarded in the paper having highest mark in the semester. Maximum 4 marks would be in two papers in case of failure, if a candidate fails in 3 papers she would be declared as failed.

All other rules of the University would apply for MBA.

**MASTER OF BUSINESS ADMINISTRATION  
(MBA) DEPARTMENT OF BUSINESS  
ADMINISTRATION  
RAMA DEVI WOMEN'S  
UNIVERSITY**

### COURSE STRUCTURE

Semester – I								
Sl. No.	Nature of Course	Course Code	Paper Title	Units	Credits	Marks		
						Mid-Sem.	End-Sem.	Total
1	Hard Core	HC-101	Organization Structure and Process	5	4	30	70	100
2	Hard Core	HC-102	Quantitative Techniques	5	4	30	70	100
3	Hard Core	HC-103	Managerial Economics	5	4	30	70	100
4	Hard Core	HC-104	Organization Behaviour	5	4	30	70	100
5	Hard Core	HC-105	Financial Accounting for Managers	5	4	30	70	100
6	Hard Core	HC-106	Business Communication	5	4	30	70	100
7	Hard Core	HC-107	Business and Corporate Laws	5	4	30	70	100

8	Allied Core	AC-101	Computer Application for Management	5	4	30	70	100
	<b>Total</b>				<b>32</b>	<b>240</b>	<b>560</b>	<b>800</b>

Semester – II								
Sl. No.	Nature of Course	Course Code	Paper Title	Units	Credits	Marks		
						Mid-Sem.	End-Sem.	Total
1	Hard Core	HC-201	Human Resource Management	5	4	30	70	100
2	Hard Core	HC-202	Operations Management	5	4	30	70	100
3	Hard Core	HC-203	Marketing Management	5	4	30	70	100
4	Hard Core	HC-204	Financial Management	5	4	30	70	100
5	Hard Core	HC-205	Economic & Business Environment	5	4	30	70	100

6	Hard Core	HC-206	Management Information System & DSS	5	4	30	70	100
7	Hard Core	HC-207	Research Methodology	5	4	30	70	100
8	Hard Core	HC-208	Cost and Management Accounting	5	4	30	70	100
	<b>Total</b>				<b>32</b>	<b>240</b>	<b>560</b>	<b>800</b>

Semester – III								
Sl. No.	Nature of Course	Course Code	Paper Title	Units	Credits	Marks		
						Mid-Sem.	End-Sem.	Total
1	Hard Core	HC-301	Business Policy and Strategic Management	5	4	30	70	100
2	Hard Core	HC-302	Project Planning, Control and Management	5	4	30	70	100

3	Hard Core	HC-303	Summer Training Project	5	4	30	70	100
4	Core	CE-304		5	4	30	70	100
5	Core	CE-305		5	4	30	70	100
6	Core	CE-306		5	4	30	70	100
7	Core	CE-307		5	4	30	70	100
8	Core Elective - II	CE-308		5	4	30	70	100
9	Core Elective - II	CE-309		5	4	30	70	100
<b>Total</b>					<b>36</b>	<b>270</b>	<b>630</b>	<b>900</b>

Semester – IV								
Sl. No.	Nature of Course	Course Code	Paper Title	Units	Credits	Marks		
						Mid- Sem.	End- Sem.	Total
1	Hard Core	HC-401	Business Ethics and Corporate Governance Dissertation & Viva –	5	4	30	70	100
2	Hard Core	HC-402	Voce	5	4	30	70	100
3	Allied Core	AC-401	Women and Society	3	3	15	35	50
4	Allied Core	AC-402	Disaster Management	3	3	15	35	50
5	Core	CE-404		5	4	30	70	100
6	Core	CE-405		5	4	30	70	100
7	Core	CE-406		5	4	30	70	100
8	Core	CE-407		5	4	30	70	100
<b>Total</b>				<b>30</b>	<b>30</b>	<b>210</b>	<b>490</b>	<b>700</b>

<b>SEMESTER – 1</b>	<b>SEMESTER – 2</b>
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HC - 101. Organization Structure and Process	HC - 201. Human Resource Management
HC - 102. Quantitative Techniques	HC - 202. Operations Management
HC - 103. Managerial Economics	HC - 203. Marketing Management
HC - 104. Organization Behaviour	HC - 204. Financial Management
HC - 105. Computer Applications for Mgt	HC - 205. Economic & Business Environment
HC - 106. Financial Accounting for Managers	HC - 206. MIS & DSS
HC - 107. Business Communication	HC - 207. Research Methodology
AC - 101. Business & Corporate Laws	HC - 208. Cost and Management Accounting
<b>SEMESTER - 3</b>	<b>SEMESTER - 4</b>
HC - 301. Business Policy & Strategic Mgt	HC - 401. Business Ethics & Corporate Governance
HC - 302. Project Planning, Control & Mgt	HC - 402. Dissertation & Viva - Voce
HC - 303. Summer Training Project	AC - 401. Women and Society
CE - 304. Elective - I: Paper - I	AC - 402. Disaster Management
CE - 305. Elective - I: Paper - II	CE - 404. Elective - I: Paper - IV
CE - 306. Elective - I: Paper - III	CE - 405. Elective - I: Paper - V
CE - 307. Elective - II: Paper - I	CE - 406. Elective - II: Paper - IV
CE - 308. Elective - II: Paper - II	CE - 407. Elective - II: Paper - V
CE - 309. Elective - II: Paper - III	

### LIST OF ELECTIVE PAPERS

Units - 5	Credits - 4	Mid-Sem Marks - 30	End-Sem Marks - 70	Total - 100
Sl. No.	Course Name			
<b>FINANCIAL MANAGEMENT (FM)</b>	FM - 3101	Security Analysis & Portfolio Mgmt		
	FM - 3102	Financial Markets and Institutions		
	FM - 3103	International Financial Management		
	FM - 3104	Financial Services		
	FM - 3105	Corporate Tax Planning and Management		
	FM - 3106	Mergers and Acquisition		
	FM - 3107	Derivatives Management		
<b>MARKETING MANAGEMENT (MM)</b>	MM - 3201	Consumer Behavior		
	MM - 3202	Integrated Marketing communication		
	MM - 3203	Sales & Distribution Management		
	MM - 3204	Marketing Research		
	MM - 3205	Product & Brand Management		
	MM - 3206	International Marketing		
	MM - 3207	Marketing Services		



HUMAN  
RESOURCE  
MANAGEMENT  
(HRM)

- HR – 3301 Management of Industrial Relations
- HR – 3302 Human Resource Development Strategies and System
- HR – 3303 Human resource Planning
- HR – 3304 Management of Training and Development
- HR – 3305 Compensation Management

INFORMATION  
AND  
TECHNOLOGY  
MANAGEMENT  
(ITM)

- ITM – 3501 E - Commerce
- ITM – 3502 Object-Oriented Modelling and Design
- ITM – 3503 Engineering Database Management System
- ITM – 3504 Advanced DBMS
- ITM – 3505 Tele Communications for Business

OPERATIONS MANAGEMENT (OM)	OM – 3401 Total Quality Management
	OM – 3402 Logistics and Supply Chain Management
	OM – 3403 Services Operations Management
	OM – 3404 Technology Management
	OM – 3405 Purchasing and Material Management
	OM – 3406 Operation Planning and Control
	OM – 3407 World Class Manufacturing

**Evaluation:** End Term: 70 Marks

Mid- Term, Unit Test and Quiz: 30 Marks, (including Assignment and Presentation)

**Project Report :** Thesis: 70 marks, Viva – Voce: 30 marks

**Minimum Total Marks= 3200**

**Minimum Credit Points:** Hard Core 88 + Core Elective 40 = 128

### PROGRAMME OUTCOMES (POs)

**PO-1:** Enrich the students with professional etiquettes and proficiencies in the business world, making them capable of competing with the outside environment and best coping with the situation on the basis of their skill sets.

**PO-2:** Students will enhance their managerial skill sets by acquiring professionalism in their daily lives, which will help them in their future career development.

**PO-3:** Equip students with digital skills through the use of information technology in order for them to compete in a technologically evolving society, as well as insights into Industry 4.0, in order for their existence to be sustainable in the corporate world.

**PO-4:** Students will be able to conduct their own SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and will be exposed to practical and industry interface to help them choose a career path.

**PO-5:** Produce entrepreneurs in their respective sectors of ideation and field of interest, thereby creating employment opportunities for others and contributing to societal growth.

**PO-6:** Acquaint students with different functional areas of business management, like general administration, operations, marketing, finance, HR, IT, etc.