



Faculty of Commerce
Department of Commerce and Business Administration
University of Allahabad
Prayagraj

REVISED SYLLABUS

FOR

M.B.A. 1st & 2nd Semester
Two Year Post Graduate Programme
Full Time Four Semesters
(Choice Based Credit System)

w.e.f. Academic Session: 2024-2025

MBA Course Structure and Syllabus

The Programme

The MBA Programme is a regular full time Two Year Post Graduate Programme comprising of Four Semesters redesigned and updated under the Regulations on Choice Based Credit System. The Programme requirements include 94 credits (72 credits from Core Courses, 16 credits from Elective Courses, 2 credits for Rural/Market Survey, 2 credits for Summer Internship Project & Viva- Voce and 2 credits for Dissertation and Viva- Voce. The Programme has the following salient features:

- i. Five Core Courses in the First Semester with **20 Credits** in total;
- ii. Five Core Courses including 2 Credit for Field Survey in Second Semester with **22 Credits** in total;
- iii. Summer Internship Project of 6-8 weeks duration in an industrial establishment after the Second Semester Examination;
- iv. Four Core Courses, Summer Internship Project of 2 Credit and two Elective Courses from any one of the four elective groups In Third Semester with **26 Credits** in total;
- v. Four Core Courses, Two Elective Courses from any one of the four elective groups and Project Dissertation of 2 Credits in the Fourth Semester with **22 Credits** in total.

The details of MBA Course Structure are as follows:

MBA 1st Semester shall comprise the following Five Core Courses

MAN – 515	Management Concepts and Processes	4 Credits
MAN – 516	Managerial Economics	4 Credits
MAN – 517	Accounting for Managers	4 Credits
MAN – 518	Business Communication	4 Credits
MAN – 519	Quantitative Techniques	4 Credits

MBA 2nd Semester shall comprise the following Five Core Courses and Field Survey

MAN – 520	Marketing Management	4 Credits
MAN – 521	Human Resource Management	4 Credits
MAN – 522	Operations Management	4 Credits
MAN – 523	Financial Management	4 Credits
MAN – 524	Research Methodology	4 Credits
MAN- 525	Rural/Market Survey	2 Credits

Note : Summer Training of 6-8 weeks to be undertaken by the students during the Summer Break after the 2nd Semester Examination.