

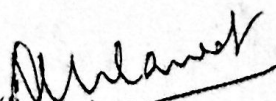
**Learning Outcomes based
Curriculum Framework
(LOCF)**

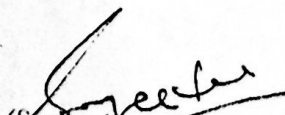
For

**MBA (Honours)
Postgraduate Programme**



**Department of Business Administration
Chaudhary Devi Lal University
Sirsa-125055
2021**


(Rajneesh Ahlawat)


(Sanjeet Kumar)


(Sultan Singh)


(Arti Gaur)

After completing 1st and 2nd Semester, students are required to opt any three optional courses for major specialization and two courses for minor specialization from each of two specializations apart from the core subjects in 3rd semester (Marketing Management, Financial Management, Organisation Behaviour and Human Resource Management, Banking and Insurance Management, International Business, Production and Operations Management, Information Technology Management, Rural and Urban Management, Public System Management and Health Care Administration). For introducing the specialization in third semester, there must be at least 05 students. The specializations opted in 3rd semester will remain the same in 4th Semester also i.e. major specialization opt in 3rd Semester will remain major specialization in 4th Semester also and minor specialization opt in 3rd Semester will remain minor specialization in 4th Semester also.

Sr. No.	Course Code	Course Title	Credits		
			Theory	Practical	Total
Core Course(s)					
1.	MBA/Hons 3 CC 23	Entrepreneurship Development	4	-	4
2.	MBA/Hons 3 CC 24	Business Ethics and Corporate Governance	4	-	4
Skill Enhancement Course					
3.	MBA/Hons 3 SI CU2	Summer Training Report	-	2	2
Discipline Specific Course					
Specialization: Marketing Management (Any 3 Course for Major Specialization and any 2 Course for Minor Specialization)					
1.	MBA/Hons 3 MM/DSC 01	Integrated Marketing Communication	4	-	4
2.	MBA/Hons 3 MM/DSC 02	Consumer Behaviour	4	-	4
3.	MBA/Hons 3 MM/DSC 03	Service Marketing	4	-	4
4.	MBA/Hons 3 MM/DSC 04	Marketing Research	4	-	4
5.	MBA/Hons 3 MM/DSC 05	Brand Management	4	-	4
Specialization: Financial Management (Any 3 Course for Major Specialization and any 2 Course for Minor Specialization)					
1.	MBA/Hons 3 FM/DSC01	Security Analysis and Portfolio Management	4	-	4
2.	MBA/Hons 3 FM/DSC02	Management of Financial Services	4	-	4
3.	MBA/Hons 3 FM/DSC03	Financial Engineering	4	-	4
4.	MBA/Hons 3 FM/DSC04	Corporate Tax Planning	4	-	4
5.	MBA/Hons 3 FM/DSC05	Strategic Cost Management	4	-	4
Specialization: Human Resource Management (Any 3 Course for Major Specialization and any 2 Course for Minor Specialization)					
1.	MBA/Hons 3 HRM/DSC 01	Management of Industrial Relations	4	-	4
2.	MBA/Hons 3 HRM/DSC 02	Performance Management	4	-	4
3.	MBA/Hons 3 HRM/DSC 03	Compensation Management	4	-	4
4.	MBA/Hons 3 HRM/DSC 04	Human Resource Planning and Development	4	-	4
5.	MBA/Hons 3 HRM/DSC 05	Managing Interpersonal and Group Processes	4	-	4
Specialization: Banking and Insurance Management (Any 3 Course for Major Specialization and any 2 Course for Minor Specialization)					
1.	MBA/Hons 3 BIM/DSC 01	Applied Banking	4	-	4
2.	MBA/Hons 3 BIM/DSC 02	Retail Banking	4	-	4
3.	MBA/Hons 3 BIM/DSC 03	International Banking and Forex Management	4	-	4
4.	MBA/Hons 3 BIM/DSC 04	Principles and Practices of Life Insurance	4	-	4
5.	MBA/Hons 3 BIM/DSC 05	Principle and Practices of General Insurance	4	-	4
Specialization: International Business (Any 3 Course for Major Specialization and any 2 Course for Minor Specialization)					

(Rajneesh Ahlawat)

(Sanjeet Kumar)

(Sultan Singh)

(Arjit Gaur)