

**CENTRE FOR MANAGEMENT STUDIES
DIBRUGARH UNIVERSITY
TWO YEAR FULL TIME M.B.A. (UNDER CBCS MODE)**

COURSE STRUCTURE

SEMESTER - 1	SEMESTER - 2
10100: Business Environment	20100: Business Legislation
10200: Principles of Management	20200: Financial Management
10300: Organizational Theory and Behaviour	20300: Marketing Management
10400: Managerial Economics	20400: Managerial Skill Development
10500: Accounting for Managers	20500: Entrepreneurship Development
10600: Human Resource Management	20600: Quantitative Technique
10700: Computer Applications in Management	20700: Research Methods in Business
	20800: Rural Management

SEMESTER - 3	SEMESTER - 4
30100: Organizational Effectiveness & Change	40100: International Business
30200: Operations Management	40200: Information System
30300: Summer Training Report	40300: Business Ethics, Corporate Governance and Social Responsibility
30400: Business Policy and Strategic Analysis	40400: Project Report
Specialization I	Specialization I
Specialization I	Specialization I
Specialization I	Specialization I
Specialization II	Specialization II
Specialization II	Specialization II
Specialization II	Specialization II

SPECIALIZATION GROUPS

MARKETING MANAGEMENT	HUMAN RESOURCE MANAGEMENT
30510: Consumer Behaviour	30520: Management of Industrial Relations
30610: Marketing of Services	30620: Industrial Relations: Legal Framework
30710: Advertising and Brand Management	30720: HRD Concepts and Strategies
30810: Rural Marketing	40520: Compensation Management
40510: Strategic Marketing	40620: Cross Cultural and Global Human Resource Management
40610: International Marketing	40720: Organizational Change & Intervention Strategies
40710: Sales & Distribution Management	
FINANCIAL MANAGEMENT	SMALL BUSINESS AND ENTREPRENEURSHIP DEVELOPMENT
30530: Strategic Financial Management	30540: Government Business Interface
30630: Security Analysis, Investment and Portfolio Management	30640: Small Business Marketing
30730: Working Capital Management	30740: Financing of Small Business
40530: Management of Financial Services	40540: New Enterprise Management
40630: Taxation	40640: Entrepreneurial Development
40730: International Financial Management	40740: Small Business Environment and Management
SYSTEMS MANAGEMENT	TOURISM, HOSPITALITY AND EVENT MANAGEMENT
30550: Software Environment in the Enterprise	30560: Principles, Policies and Practices of Tourism
30650: Systems Analysis and Design	30660: Tourism Products
30750: Data Management	30760: Hotel and Restaurant Administration
40550: IT for Business	40560: Tour Operations and Air Ticketing
40650: Enterprise Resource Planning	40660: Principles of Event Management
40750: IT Security	40760: Operational Issues of Event Management

MBA 2ND SEMESTER

			Credits: 02			
Course Name:	Course Type:	Course Code:	Lecture	Tutorials	Practical	Others
Rural Management	Core	20800	26	00	00	06
						Marks
Unit1: Concepts of rural development, nature of rural economy, growth of rural economy in India, inclusive growth and economic welfare. rural Infrastructure development programmes, rural development timeline after 1947						15
Unit: 2. Place of agriculture in India economy; principal crops and growth rate of agriculture, agricultural challenges, future of agriculture in current service sector dominance in India.						15
Unit 3: Major Problems and Issues of economic development in rural context, poverty, inequality and unemployment, (concept, types, causes, consequences, and mitigation measures), rural remittance and capital formation , population growth and rural development, food security and agriculture production, labour migration and shortage of manpower in agriculture and other sectors.						20
Unit 4: Rural entrepreneurship: problems and prospects (both in State and Nation's perspective.						10
References:						
<ol style="list-style-type: none"> 1. Rural Development; Principles, Policies and Management , Singh, K., Sage 2. Publications of World Development Reports 3. Economic Development, Todaro, M.P & Smith, S.C., Pearson Education Asia 4. Economics of Development. Mathema, K. R. B. New Hira Books Enterprises. 5. Rural Development: Putting the Last First. Chambers, R., Longman Publishers 6. Economic Development and Planning. Lekhi, R.K, Kalyani Publisher. 7. Reflections on the Right to Development, Sengupta, A; Negi, A and Basu, M. Sage Publications. 						

Objective: To make students aware about the rural developmental status of India along with its socio- political and economic environment. This paper will make the students understand how important is the rural development concept and how this problem can be addressed so that we can attain inclusive growth.

Pedagogy : Teaching methods & techniques- Lecture, Discussion, Brain storming, Assignment, Case study, Field Visits, Audio-visual teaching learning methods will be used.

Internal assessment: 40 marks (2 Sessional Examinations – 10 marks each totalling 20 marks, Assignment/Presentation – 20), End Sem: 60 Marks