	Semester: I									
Course Code	Course Title	Type of Course	L	Т	Р	Total Credits				
OMBA101	Accounting for Management	Core	3	1	0	4				
OMBA102	Management Processes and Organizational Behavior	Core	4	0	0	4				
OMBA103	Managerial Economics	Core	3	1	0	4				
OMBA104	Integrated Business Administration	Compulsory Foundation		0	0	3				
OMBA132	Soft Skills Training and Development	VAC	2	0	0	2				
OMBA135	Tax Structure & Filing	MD	3	0	0	3				
	Total					20				

Program Structure

	Semester: II							
Course Code	Course Title	Type of Course	L	Т	Р	Total Credit		
0MBA201	Marketing Management	Core	4	0	0	4		
0MBA202	Quantitative Techniques and Operation Research	Core	3	1	0	4		
0MBA203	Production and Operation Management	Core	4	0	0	4		
0MBA204	Entrepreneurship Development	Entreprene urship Based	2	0	0	2		
0MBA205	Human Resource Management	Compulsor y Foundatio n	4	0	0	4		
OMBA206	Business Communication for Managerial Effectiveness	Ability enhancement	2	0	0	2		
Total						20		

	Semester:	III				
Course Code	Course Title	Type of Course	L	Т	Р	Total Credits
OMBA301	Research Methodology	Core	4	0	0	4
OMBA302	Business Ethics and CSR	Core	4	0	0	4
OMBA303	Business Environment	Core	4	0	0	4
OMBA304	Computer Application in Business	Skill Based	0	0	2	1
OMBA305	Minor project	Research skill	0	0	8	4
	Disciplinary Elective I	-	3	0	0	3
	Disciplinary Elective II	-	3	0	0	3
	Total					23

Any one Specialization of the Following (Selected Specialization will remain same in 4th semester also)

Specialization - I (Marketing)									
OMBA306	Consumer Behavior	Disciplinary Elective I	3	0	0	6			
OMBA307	Sales & Distribution Management	Disciplinary Elective II	3	0	0	0			
Specialization-II (Human Resource Management)									
OOMBA308	Social Security & Labor Welfare	Disciplinary Elective I	3	0	0	6			
OMBA309	Compensation Management	Disciplinary Elective II	3	0	0	0			
	Specialization-III	(Finance)							
OMBA310	Security Analysis & Portfolio Management	Disciplinary Elective I	3	0	0	6			
OMBA311	Financial Services	Disciplinary Elective II	3	0	0	0			
	Specialization-IV (Intern	ational Busin	ess	5)					
OMBA312	International Business & Regional Blocks	Disciplinary Elective I	3	0	0	6			
OMBA313	Cross Cultural Management	Disciplinary Elective II	3	0	0	U			

	Specialization-V (Informa	tion Technol	Ogi	7)			
		Disciplinary			6		
OMBA314	DBMS	Elective I	3	0	0	C	
OMBA315	Enterprise Resource	Disciplinary	3	0	0	6	
OMBA315	Planning	Elective II	3	0	0		
	Specialization-VI (Hospita	al Administra	tio	n)			
OMBA316	Health System	Disciplinary	3	0	0		
OMDASIO	Management	Elective I	5	U	U	6	
OMBA317	Hospital Services	Disciplinary	3	0	0	Ŭ	
	Marketing	Elective II			Ŭ		
	Specialization-VII (Artifi	cial Intelliger	ıce)			
OMBA318	Foundation of Artificial		2	0	0		
OMDAGIO	Intelligence	Disciplinary	2	U	U		
OMBA319	Foundation of Artificial	Elective I	0	0	2		
	Intelligence (Lab)		Ŭ	Ŭ	4	6	
OMBA320	Data Analytics and Web		2	0	0	Ũ	
	Based Technologies	Disciplinary	_	Ŭ	Ŭ		
OMBA321	Data Analytics and Web	Elective II	0	0	2		
	Based Technologies (Lab)						
Specialization-VIII (Digital Marketing)							
OMBA322	Digital Marketing	Disciplinary	3	0	0		
	Fundamentals	Elective I					
OMBA323	Search Engine		2	0	0	6	
	Optimization	Disciplinary Elective II					
OMBA324	Search Engine Optimization (Lab)		0	2			
	Specialization-IX (Busi	noca Analutia					
	Data Visualization and		:5]				
OMBA325	Story Telling	Disciplinary	2	0	0		
	Data Visualization and	Elective I					
OMBA326	Story Telling (Lab)	LICCUVC I	0	0	2	6	
OMBA327	Introduction to Power BI		2	0	0	0	
	Introduction to Power	Disciplinary					
OMBA328	BI(Lab)	Elective II	0	0	2		
Sne	cialization-X (Shipping and	Logistics Ma	nag	ven	len	t)	
	Introduction to Shipping	Disciplinary				-1	
OMBA329	and Logistics Management	Elective I	3	0	0	-	
	Transportation and	Disciplinary				6	
OMBA330	Distribution Management	Elective I	3	0	0		
					1		

Semester: IV

Course Code	Course Title	Type of Course	L	Т	Р	Total Credit s
OMBA401	Strategic Management	Core	4	0	0	4
OMBA402	Business Laws	Core	4	0	0	4
OMBA403	Project Management	MD	4	0	0	4
OMBA404	Logical Reasoning	Ability Enhanceme nt	1	0	0	1
OMBA405	Major Project	Research skill	0	0	8	4
	Disciplinary Elective III	-	3	0	0	3
	Disciplinary Elective IV	_	3	0	0	3
	Total	•				23

Specialization- I (Marketing)								
OMBA406	Marketing Research	Disciplinary Elective III	3	0	0	6		
OMBA407	Logistics and Supply Management	Disciplinary Elective IV	3	0	0			
	Specialization-II (Human Re	source Manag	gem	ent	t)			
OMBA408	Training & Development	Disciplinary Elective III	3	0	0	6		
OMBA409	Organization Change & Development	Disciplinary Elective IV	3	0	0	0		
Specialization-III (Finance)								
OMBA410	Financial Management	Disciplinary Elective III	3	0	0	6		
OMBA411	Management Control System	Disciplinary Elective IV	3	0	0	0		
	Specialization-IV (Interna	ational Busin	ess)				
OMBA412	Export-Import Documentation	Disciplinary Elective III	3	0	0	6		
OMBA413	International Marketing	Disciplinary Elective IV	3	0	0	0		
	Specialization-V (Informa	tion Technol	ogy	7)				
OMBA414	E-Commerce and IT enabled services	Disciplinary Elective III	3	0	0	6		
OMBA415	Data Warehousing and Data Mining	Disciplinary Elective IV	3	0	0	U		
	Specialization-VI (Hospital Administration)							

OMBA416	Risk and Disaster Management	Disciplinary Elective III	3	0	0	
OMBA417	Hospital Waste Management	Disciplinary Elective IV	3	0	0	6
	Specialization-VII (Artifi	cial Intelliger	ice))		
OMBA418	AI Ethics and Governance	Disciplinary Elective III	3	0	0	
OMBA419	Machine Learning and Deep Learning	Disciplinary	2	0	0	6
OMBA420	Machine Learning and Deep Learning (Lab)	Elective IV	0	0	2	
	ital Marketin	g)				
OMBA421	Web Design and Analytics	D 1.	2	0	0	
OMBA422	Web Design and Analytics (Lab)	Disciplinary Elective III	0	0	2	6
OMBA423	Digital Marketing Strategy	Disciplinary Elective IV	3	0	0	
	Specialization-IX (Busi	ness Analytic	s)			
OMBA424	Data Exploration and Preparation	Disciplinary Elective III	2	0	0	
OMBA425	Data Exploration and Preparation(Lab)	Disciplinary Elective III	0	0	2	C
OMBA426	Marketing and Finance Analytics	Disciplinary	2	0	0	6
OMBA427	Marketing and Finance Analytics(Lab)	Elective IV	0	0	2	
Sp	ecialization-X (Shipping and	Logistics Ma	nag	em	ent)	
OMBA428	Port and Terminal Management	Disciplinary Elective III	3	0	0	6
OMBA429	Supply Chain Management	Disciplinary Elective IV	3	0	0	6

EVALUATION CRITERIA FOR THEORY COURSES

- A. Continuous Assessment: [25 Marks]
 - i. CA1:Test MCQ based (10 Marks)
 - ii. CA2: Assignment(s) (10 Marks)
 - iii. CA3:term paper (5 Marks)
- B. Attendance: [5 marks]
- C. Mid Semester Test: [30 Marks]
- D. End-Term Exam: [40 Marks]