

Program Structure

Semester: I						
Course Code	Course Title	Type of Course	L	T	P	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	3	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

Semester: II						
Course Code	Course Title	Type of Course	L	T	P	Total Credit
OMBA201	Marketing Management	Core	4	0	0	4
OMBA202	Quantitative Techniques and Operation Research	Core	3	1	0	4
OMBA203	Production and Operation Management	Core	4	0	0	4
OMBA204	Entrepreneurship Development	Entrepreneurship Based	2	0	0	2
OMBA205	Human Resource Management	Compulsory Foundation	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	T	P	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	
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	
Specialization-III (Finance)						
OMBA310	Security Analysis & Portfolio Management	Disciplinary Elective I	3	0	0	6
OMBA311	Financial Services	Disciplinary Elective II	3	0	0	
Specialization-IV (International Business)						
OMBA312	International Business & Regional Blocks	Disciplinary Elective I	3	0	0	6
OMBA313	Cross Cultural Management	Disciplinary Elective II	3	0	0	

Specialization-V (Information Technology)						
OMBA314	DBMS	Disciplinary Elective I	3	0	0	6
OMBA315	Enterprise Resource Planning	Disciplinary Elective II	3	0	0	
Specialization-VI (Hospital Administration)						
OMBA316	Health System Management	Disciplinary Elective I	3	0	0	6
OMBA317	Hospital Services Marketing	Disciplinary Elective II	3	0	0	
Specialization-VII (Artificial Intelligence)						
OMBA318	Foundation of Artificial Intelligence	Disciplinary Elective I	2	0	0	6
OMBA319	Foundation of Artificial Intelligence (Lab)		0	0	2	
OMBA320	Data Analytics and Web Based Technologies	Disciplinary Elective II	2	0	0	
OMBA321	Data Analytics and Web Based Technologies (Lab)		0	0	2	
Specialization-VIII (Digital Marketing)						
OMBA322	Digital Marketing Fundamentals	Disciplinary Elective I	3	0	0	6
OMBA323	Search Engine Optimization	Disciplinary Elective II	2	0	0	
OMBA324	Search Engine Optimization (Lab)		0	0	2	
Specialization-IX (Business Analytics)						
OMBA325	Data Visualization and Story Telling	Disciplinary Elective I	2	0	0	6
OMBA326	Data Visualization and Story Telling (Lab)		0	0	2	
OMBA327	Introduction to Power BI	Disciplinary Elective II	2	0	0	
OMBA328	Introduction to Power BI(Lab)		0	0	2	
Specialization-X (Shipping and Logistics Management)						
OMBA329	Introduction to Shipping and Logistics Management	Disciplinary Elective I	3	0	0	6
OMBA330	Transportation and Distribution Management	Disciplinary Elective I	3	0	0	

Semester: IV

OMBA416	Risk and Disaster Management	Disciplinary Elective III	3	0	0	6
OMBA417	Hospital Waste Management	Disciplinary Elective IV	3	0	0	
Specialization-VII (Artificial Intelligence)						
OMBA418	AI Ethics and Governance	Disciplinary Elective III	3	0	0	6
OMBA419	Machine Learning and Deep Learning	Disciplinary Elective IV	2	0	0	
OMBA420	Machine Learning and Deep Learning (Lab)		0	0	2	
Specialization-VIII (Digital Marketing)						
OMBA421	Web Design and Analytics	Disciplinary Elective III	2	0	0	6
OMBA422	Web Design and Analytics (Lab)		0	0	2	
OMBA423	Digital Marketing Strategy	Disciplinary Elective IV	3	0	0	
Specialization-IX (Business Analytics)						
OMBA424	Data Exploration and Preparation	Disciplinary Elective III	2	0	0	6
OMBA425	Data Exploration and Preparation(Lab)	Disciplinary Elective III	0	0	2	
OMBA426	Marketing and Finance Analytics	Disciplinary Elective IV	2	0	0	
OMBA427	Marketing and Finance Analytics(Lab)		0	0	2	
Specialization-X (Shipping and Logistics Management)						
OMBA428	Port and Terminal Management	Disciplinary Elective III	3	0	0	6
OMBA429	Supply Chain Management	Disciplinary Elective IV	3	0	0	

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]