



# GITAM UNIVERSITY

(Declared as Deemed to be University u/s 3 of the UGC Act., 1956)  
 Visakhapatnam | Hyderabad **Accredited by NAAC with 'A' Grade**

## Master of Business Administration (MBA)

Semester I				Semester II			
Sl No	Code No	Paper	Credits	Sl No	Code No	Paper	Credits
1	MPDBA 101	Management Theory and Practice	6	1	MPDBA 201	Financial Management	6
2	MPDBA 102	Managerial Economics	6	2	MPDBA 202	Operations Management	6
3	MPDBA 103	Business Communication	4	3	MPDBA 203	Human Resource Management	6
4	MPDBA 104	Indian Business Environment	6	4	MPDBA 204	Marketing Management	6
5	MPDBA 105	Business Ethics & Corporate Social Responsibility	6	5	MPDBA 205	Business Law	6
<b>Total</b>			<b>28</b>	<b>Total</b>			<b>30</b>

Semester III				Semester IV			
Sl No	Code No	Paper	Credits	Sl No	Code No	Paper	Credits
1	MPDBA 301	Strategic Management	6	1	MPDBA 401	Research Methodology & Business Analytics	6
2	MPDBA 302	Entrepreneurship & Small Industry	6	2		Electives	16
3		Electives	16	3		Electives	
4		Electives		4		Electives	
5		Electives		5	MPDBA 418	Project Work	10
<b>Total</b>			<b>28</b>	5	MPDBA 419	Viva Voce	6
<b>Total</b>				<b>Total</b>			<b>38</b>

Electives							
Semester III				Semester IV			
Electives	Code No	Paper	Credits	Electives	Code No	Paper	Credits
Financial Management	MPDBA 303	Security Analysis and Portfolio Management	6	Financial Management	MPDBA 403	Management Control Systems	6
	MPDBA 304	Financial Institutes and Markets	6		MPDBA 404	International Financial Management	6
	MPDBA 305	Financial Services	4		MPDBA 405	Financial Derivatives	4
Marketing Management	MPDBA 306	Consumer Behaviour	6	Marketing Management	MPDBA 406	Rural Marketing	6
	MPDBA 307	Advertising Management	6		MPDBA 407	Sales Management	6
	MPDBA 308	Retail Marketing	4		MPDBA 408	Marketing Management	4
Systems Management	MPDBA 309	System Analysis & Design	6	Systems Management	MPDBA 409	Enterprise Resource Planning	6
	MPDBA 310	E-Commerce	6		MPDBA 410	Business Analytics	6
	MPDBA 311	Decision Support Systems	4		MPDBA 411	Business Process Reengineering	4
Hospital Management	MPDBA 312	Planning, Organization and Management of Hospital Services	4	Hospital Management	MPDBA 412	Patient Care Management	6
	MPDBA 313	Total Quality Management and Accreditation of Hospitals	6		MPDBA 413	Legal framework of Hospital Management	6
	MPDBA 314	Hospital Management Information Systems	6		MPDBA 414	Marketing of Health Care Services	4
Operations Management	MPDBA 315	Operations Research	6	Operations Management	MPDBA 415	Project Management	6
	MPDBA 316	Materials Management	6		MPDBA 416	Logistics and Supply Chain Management	6
	MPDBA 317	Maintenance Management	4		MPDBA 417	Total Quality Management	4

Fee Structure (Per Semester)		
Sl No	Description	Fee
1	Tuition Fee	12000
2	Application Fee	200
3	Registration Fee	300
4	Rec Fee	500
5	Exam Fee	1200
6	Edu Experts Fee	2500
<b>Total</b>		<b>16700</b>

Scheme of Examination			
Semester	Assignments	Term Examination	Total Marks
I	30	70	100
II	30	70	100
III	30	70	100
IV	30	70	100

<b>Period of Study:</b>	2 Years ( 4 Semesters)
<b>Medium:</b>	English
<b>Eligibility:</b>	i) The Candidate should have passed the Bachelors degree of GITAM University or any University except BFA & BOL recognized by GITAM University as equivalent thereto. A candidate with professional qualification such as BE/B.Tech./B.Pharm./Medicine/Law/CA/ICWA/ACS/AMIE/AIETE, etc., is also eligible. ii) The candidate should have appeared for GAT examination conducted by GITAM University and obtained a rank. iii) Admissions to the programme shall be made on the basis of the rank obtained in GAT subject to the fulfillment of the other eligibility criteria.

<b>Required Documents:</b>	1) SSLC + PUC + Degree Mark Cards with Convocation/PDC - 2 Copies Each 2) 8 Passport Size Photos
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