

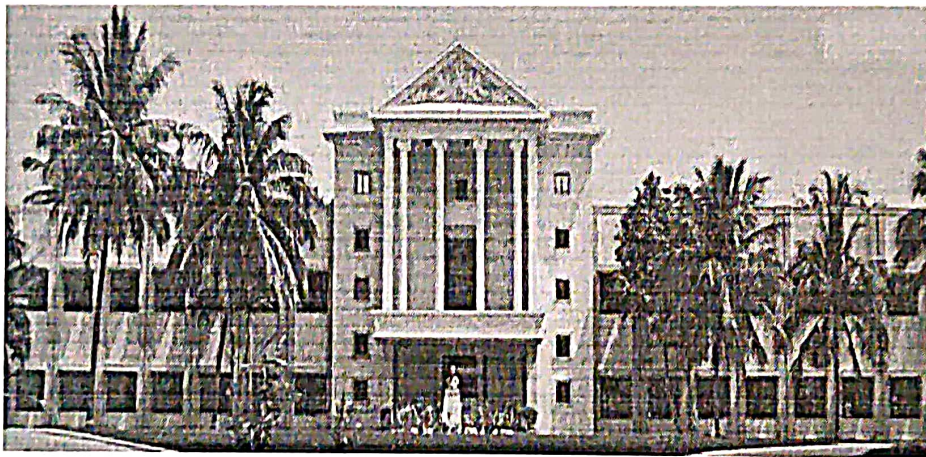


**KLE** Technological  
University

Creating Value  
Leveraging Knowledge

Vidyanagar, Hubballi - 580 031

## School of Management Studies and Research



### CURRICULUM MBA PROGRAMME 2018 - 20

Phone: 0836-2378291

Web: [smsr.kletech.ac.in](http://smsr.kletech.ac.in)

Fax: 0836-2374985

A handwritten signature in blue ink, likely belonging to the Professor and Head of the School of Management Studies and Research.

Professor and Head  
School of Management Studies and Research  
K.L.E. Technological University,  
HUBBALLI-580 031.

A handwritten signature in blue ink, likely belonging to the Registrar of KLE Technological University.

REGISTRAR  
KLE Technological University  
HUBBALLI-580 031

**SCHOOL OF MANAGEMENT STUDIES & RESEARCH**  
Curriculum Structure 2018-20

**Term I**

Sl. No.	Code	Course	L-T-P	Credits	Contact Sessions	ITA Marks	ETA Marks	Total Marks	Exam Duration	
1	18MBAC701	Organizational Theory & Practice	3-0-0	3	3	50	50	100	3 hours	
2	18MBAC702	Managerial Economics	3-0-0	3	3	50	50	100	3 hours	
3	18MBAC703	Business Research and Statistics	3-1-0	4	5	50	50	100	3 hours	
4	18MBAC704	Accounting for Managers	3-0-0	3	3	50	50	100	3 hours	
5	18MBAC705	Technology : An Enabler	1-2-0	3	5	100	-	100	-	
6	18MBAN701	Self-Development	Non-Credit course							
		<b>Total</b>	<b>13-3-0</b>	<b>16</b>						



**Professor and Head**  
School of Management Studies and Research  
K.L.E. Technological University  
Hubballi-580 031.



**REGISTRAR**  
KLE Technological University  
HUBBALLI-580 031

Term II

Sl. No.	Code	Course	L-T-P	Credits	Contact Sessions	ITA Marks	ETA Marks	Total Marks	Exam Duration
1	18MBAC706	Business Environment	3-0-0	3	3	50	50	100	3 hours
2	18MBAC707	Marketing Management	2-0-0	2	2	50	50	100	3 hours
3	18MBAC708	Human Resource Management	2-0-0	2	2	50	50	100	3 hours
4	18MBAC709	Decision Modeling	2-1-0	3	4	50	50	100	3 hours
5	18MBAC710	Society, Citizenship & Rural Immersion Phase I	1-1-1	3	5	100	-	100	-
6	18MBAP701	Fundamentals of Communication	0-0-1	1	2	100	-	100	-
7	18MBAP702	Industry Experience Phase I	0-0-1	1	2	100	-	100	-
		<b>Total</b>	<b>10-2-3</b>	<b>15</b>					



**Professor and Head**  
 School of Management Studies and Research  
 K.L.E. Technological University,  
 HUBBALLI-580 031.



**REGISTRAR**  
 KLE Technological University  
 HUBBALLI-580 031

Term III

Sl. No.	Code	Course	L-T-P	Credits	Contact Sessions	ITA Marks	ETA Marks	Total Marks	Exam Duration
1	18MBAC711	Financial Management	2-1-0	3	4	50	50	100	3 hours
2	18MBAC712	Operations Management	3-0-0	3	3	50	50	100	3 hours
3	18MBAC713	Heuristics and Optimization Techniques	3-0-0	3	3	50	50	100	3 hours
4	18MBAP703	Managerial Communication and Aptitude	0-0-2	2	4	100	-	100	-
5	18MBAP704	Rural Immersion Phase II	0-0-1	1	2	100	-	100	-
6	18MBAP705	Industry Experience Phase II	0-0-1	1	2	100	-	100	-
7	18MBAN702	Leader in you	Non-Credit course						
		<b>Total</b>	<b>8-1-4</b>	<b>13</b>					



**Professor and Head**  
 School of Management Studies and Research  
 K.L.E. Technological University,  
 HUBBALLI-580 031.



**REGISTRAR**  
 KLE Technological University  
 HUBBALLI-580 031



Term IV

Sl. No.	Code	Course	L-T-P	Credits	Contact Sessions	ITA Marks	ETA Marks	Total Marks	Exam Duration
1	18MBAC801	Strategic Management	3-1-0	4	5	50	50	100	3 hours
2	18MBAC802	Climate change & Sustainability	2-0-0	2	2	50	50	100	3 hours
3	18MBAC803	Effectual Entrepreneurship	1-0-0	1	1	100	-	100	-
4	18MBAP801	Rural Immersion Phase III	0-0-1	1	2	100	-	100	-
5	18MBAI801	Summer Internship	0-0-3	3	6	50	50	100	3 hours
6	18MBAW805	Entrepreneurship Project -Phase I	0-0-2	2	4	100	-	100	
	18MBAR803	Research Experience - Phase I				100	-	100	
		<b>Total</b>	<b>12-1-4</b>	<b>17</b>					



**Professor and Head**  
 School of Management Studies and Research  
 K.L.E. Technological University,  
 HUBBALLI-580 031.



**REGISTRAR**  
 KLE Technological University  
 HUBBALLI-580 031

Term V

Sl. No.	Code	Course	L-T-P	Credits	Contact Sessions	ITA Marks	ETA Marks	Total Marks	Exam Duration
1	18MBAC804	Social Entrepreneurship	1-1-0	2	3	50	50	100	1.5 hours
2	18MBAP802	Rural Immersion Phase IV	0-0-1	1	2	100	-	100	-
3	18MBAW801	Project work Phase I	0-0-2	2	4	100	-	100	-
	18MBAW802	Entrepreneurship Project Phase II				100	-	100	-
	18MBAR801	Research Experience Phase II				100	-	100	-
		<b>Total</b>	<b>10-1-3</b>	<b>14</b>					



**Professor and Head**  
 School of Management Studies and Research  
 K.L.E. Technological University,  
 HUBBALLI-580 031.



**REGISTRAR**  
 KLE Technological University  
 HUBBALLI-580 031

Term VI

Sl. No.	Code	Course	L-T-P	Credits	Contact Sessions	ITA Marks	ETA Marks	Total Marks	Exam Duration
1	18MBAC805	Quality Management	2-0-0	2	2	50	50	100	3 hours
2	18MBAC806	Legal Aspects of Business	3-0-0	3	3	50	50	100	3 hours
3	18MBAW803	Project work Phase II	0-0-2	2	4	50	50	100	3 hours
4	18MBAW804	Entrepreneurship Project Phase III	0-0-3	3	6	100	-	100	-
	18MBAR802	Research Experience Phase III				100	-	100	-
		<b>Total</b>	<b>11-0-2</b>	<b>13</b>					



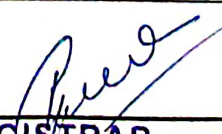
**Professor and Head**  
 School of Management Studies and Research  
 K.L.E. Technological University,  
 HUBBALLI-580 031.



**REGISTRAR**  
 KLE Technological University  
 HUBBALLI-580 031

List of Electives:

Sl. No.	Code	Course	L-T-P	Credits	Contact Sessions	ITA Marks	ETA Marks	Total Marks	Exam Duration
1	18MBAE801	Sales Management	2-1-0	3	3	50	50	100	3 hours
2	18MBAE802	Retail Management	2-1-0	3	3	50	50	100	3 hours
3	18MBAE803	Rural Marketing	2-1-0	3	3	50	50	100	3 hours
4	18MBAE804	Services Marketing	2-1-0	3	3	50	50	100	3 hours
5	18MBAE805	Integrated Marketing Communications	2-1-0	3	3	50	50	100	3 hours
6	18MBAE806	Digital Marketing	2-1-0	3	3	50	50	100	3 hours
7	18MBAE807	Industrial Marketing	2-1-0	3	3	50	50	100	3 hours
8	18MBAE808	Product and Brand Management	2-1-0	3	3	50	50	100	3 hours
9	18MBAE811	Securities Analysis and Portfolio Management	3-0-0	3	3	50	50	100	3 hours
10	18MBAE812	Advanced Financial Management	3-0-0	3	3	50	50	100	3 hours
11	18MBAE813	Merchant Banking and Financial Services	3-0-0	3	3	50	50	100	3 hours
12	18MBAE814	International Financial Management	3-0-0	3	3	50	50	100	3 hours
13	18MBAE815	Mergers Acquisition and Corporate Restructuring	3-0-0	3	3	50	50	100	3 hours
14	18MBAE816	Risk Management	3-0-0	3	3	50	50	100	3 hours
15	18MBAE821	Learning and Development	3-0-0	3	3	50	50	100	3 hours
16	18MBAE822	Legal Aspects of Employment	3-0-0	3	3	50	50	100	3 hours
17	18MBAE823	HR Operations	2-1-0	3	3	50	50	100	3 hours
18	18MBAE824	Emerging Trends in HR Practices	3-0-0	3	3	50	50	100	3 hours
19	18MBAE825	Talent and Competency Management	3-0-0	3	3	50	50	100	3 hours
20	18MBAE826	Team Development and Leadership	3-0-0	3	3	50	50	100	3 hours
21	18MBAE831	Supply Chain Management	3-0-0	3	3	50	50	100	3 hours
22	18MBAE832	Service Operations Management	3-0-0	3	3	50	50	100	3 hours



23	18MBAE833	Project Management	3-0-0	3	3	50	50	100	3 hours
24	18MBAE834	Inventory Management	3-0-0	3	3	50	50	100	3 hours
25	18MBAE835	Logistics and Warehouse Management	3-0-0	3	3	50	50	100	3 hours



**Professor and Head**  
School of Management Studies and Research  
K.L.E. Technological University,  
HUBBALLI-580 031.



**REGISTRAR**  
KLE Technological University  
HUBBALLI-580 031