

**NOIDA INSTITUTE OF ENGG. & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR  
(AN AUTONOMOUS INSTITUTE)**



**Affiliated to**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY UTTAR PRADESH, LUCKNOW**



**Evaluation Scheme & Syllabus**

**For**

**Masters of Business Administration**

**MBA**

**Second Year**

**(Effective from the Session: 2023-24)**

**NOIDA INSTITUTE OF ENGG. & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR**  
(AN AUTONOMOUS INSTITUTE)

**Masters of Business Administration**

**MBA**

**EVALUATION SCHEME**

**SEMESTER-III**

S. No	Subject Code	Subject Name	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	Total	PS	TE	PE		
1	AMBA0301	Strategic Management	3	0	0	30	20	50	0	100	0	150	3
2	AMBA0302	Corporate Governance, Values & Ethics	3	0	0	30	20	50	0	100	0	150	3
3		Specialization Group -1 Elective -1	3	1	0	30	20	50	0	100	0	150	4
4		Specialization Group -1 Elective- 2	3	1	0	30	20	50	0	100	0	150	4
5		Specialization Group -1 Elective- 3	3	1	0	30	20	50	0	100	0	150	4
6		Specialization Group -2 Elective- 1	3	1	0	30	20	50	0	100	0	150	4
7		Specialization Group -2 Elective -2	3	1	0	30	20	50	0	100	0	150	4
8	AMBA0359	Summer Internship Project Report	0	0	4				50		100	150	2
<b>GRAND TOTAL</b>											<b>1200</b>	<b>28</b>	

Abbreviation Used:-

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam., PE: Practical End Semester Exam.

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**MBA III SEMESTER**

<b>S.No</b>	<b>Subject Code</b>	<b>Semester</b>	<b>Subject name</b>
<b>Core Subjects III Semester</b>			
1	AMBA0301	III SEM	Strategic Management
2	AMBA0302	III SEM	Corporate Governance, Values and Ethics
<b>PROJECT</b>			
1	AMBA0359	III SEM	Summer Internship Project
<b>ELECTIVE SUBJECTS</b>			
<b>Finance Specialization</b>			
1	AMBAFM0311	III SEM	Security Analysis and Portfolio Management
2	AMBAFM0312	III SEM	Corporate Tax Planning
3	AMBAFM0313	III SEM	Indian Financial Market and Services
<b>HR Specialization</b>			
1	AMBAHR0311	III SEM	HR Analytics
2	AMBAHR0312	III SEM	Employee Relations and Labor Law
3	AMBAHR0313	III SEM	Performance and Reward Management
<b>Marketing Specialization</b>			
1	AMBAMK0311	III SEM	Digital and Social Media Marketing
2	AMBAMK0312	III SEM	Product and Brand Management
3	AMBAMK0313	III SEM	Consumer Behavior and Advertising Management
<b>BI (Business Intelligence) Specialization</b>			
1	AMBABI0311	III SEM	ERP Modules
2	AMBABI0312	III SEM	Machine Learning & Artificial Intelligence
3	AMBABI0313	III SEM	Cloud and Big Data
<b>Logistics and Supply Chain Management Specialisation</b>			
1	AMBALS0312	III SEM	Supply chain Planning and Demand Forecasting
2	AMBALS0311	III SEM	Procurement and Vendor Development
3	AMBALS0313	III SEM	Warehouse and Distribution Management
<b>Business Analytics Specialisation</b>			
1	AMBABA0312	III SEM	Introduction to Data Science
2	AMBABA0311	III SEM	Business Intelligence and Data Warehousing
3	AMBABA0313	III SEM	Predictive Analytics

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**EVALUATION SCHEME**

**SEMESTER-IV**

S. No	Subject Code	Subject Name	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	Total	PS	TE	PE		
1	AMBA0401	Project Management	3	0	0	30	20	50	0	100	0	150	3
2		Specialization Group -1 Elective -4	3	1	0	30	20	50	0	100	0	150	4
3		Specialization Group -1 Elective -5	3	1	0	30	20	50	0	100	0	150	4
4		Specialization Group -1 Elective -6	3	1	0	30	20	50	0	100	0	150	4
5		Specialization Group -2 Elective- 3	3	1	0	30	20	50	0	100	0	150	4
6		Specialization Group -2 Elective- 4	3	1	0	30	20	50	0	100	0	150	4
7	AMBA0459	Research Project Report*	0	0	6				100		100	200	3
<b>GRAND TOTAL</b>												<b>1100</b>	<b>26</b>

**\* Satisfactory completion of minimum 1 'Research Publication' in a listed Journal is mandatory for award of degree.**

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**MBA IV SEMESTER**

<b>S.No</b>	<b>Subject Code</b>	<b>Semester</b>	<b>Subject name</b>
<b>Core Subjects IV Semester</b>			
1	AMBA0401	IV SEM	Project Management
<b>PROJECT</b>			
1	AMBA0459	IV SEM	Research Project Report
<b>ELECTIVE SUBJECTS</b>			
<b>Finance Specialization</b>			
1	AMBAFM0411	IV SEM	Financial Modeling
2	AMBAFM0412	IV SEM	Working Capital Management
3	AMBAFM0413	IV SEM	Financial Derivatives & Risk Management
<b>HR Specialization</b>			
1	AMBAHR0411	IV SEM	Talent Management
2	AMBAHR0412	IV SEM	Strategic Human Resource Management
3	AMBAHR0413	IV SEM	Diversity of Work Force (IHRM)
<b>Marketing Specialization</b>			
1	AMBAMK0411	IV SEM	Sales & Retail Management
2	AMBAMK0412	IV SEM	Marketing Analytics
3	AMBAMK0413	IV SEM	Marketing of Services
<b>BI (Business Intelligence) Specialization</b>			
1	AMBABI0411	IV SEM	Cyber Security
2	AMBABI0412	IV SEM	Data Base Technology
3	AMBABI0413	IV SEM	System Analysis & Design
<b>Logistics and Supply Chain Management Specialisation</b>			
1	AMBALS0412	IV SEM	Information Systems in Logistics and Supply Chain
2	AMBALS0411	IV SEM	Global Business Management for Logistics and Supply Chain
3	AMBALS0413	IV SEM	Supply Chain Analytics
<b>Business Analytics Specialisation</b>			
1	AMBABA0412	IV SEM	Machine Learning and Artificial Intelligence
2	AMBABA0411	IV SEM	Data Visualisation
3	AMBABA0413	IV SEM	Social Media Analytics