

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



Affiliated to

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW



Evaluation Scheme & Syllabus

For

Master of Business Administration

Second Year

(Effective from: 2024-25)

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

Master of Business Administration

Evaluation Scheme

SEMESTER-III

Sl. No.	Subject Codes	Subject	Types of Subjects	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	BMBA0301	Strategic Management	Mandatory	3	0	0	30	20	50	0	100	0	150	3
2	BMBA0302	Corporate Governance and Ethics	Mandatory	3	0	0	30	20	50	0	100	0	150	3
3		Specialization Group-1 Elective -1	Elective	3	0	0	30	20	50	0	100	0	150	3
4		Specialization Group 1 Elective -2	Elective	3	0	0	30	20	50	0	100	0	150	3
5		Specialization Group 1 Elective -3	Elective	3	0	0	30	20	50	0	100	0	150	3
6		Specialization Group 2 Elective -1	Elective	3	0	0	30	20	50	0	100	0	150	3
7		Specialization Group 2 Elective -2	Elective	3	0	0	30	20	50	0	100	0	150	3
8	BMBA0351	Spreadsheet Modelling	Mandatory	0	0	4	0	0	50	50	0	50	100	2
9	BMBA0352	Personal Digital Branding	Mandatory	0	0	4	0	0	50	50	0	50	100	2
10	BMBA0353	Field Project in Respective Area	Mandatory	0	0	4	0	0	50	50	0	50	100	2
11	BMBA0359	Summer Internship Report	Mandatory	0	0	8	0	0	0	50	0	100	150	4
		Total											1500	31

Abbreviation Used:

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam.,
CE: Core Elective, OE: Open Elective, DE: Departmental Elective, PE: Practical End Semester Exam, CA: Compulsory Audit,
MOOCs: Massive Open Online Courses.

NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute)

Elective Subjects (If Applicable)

MBA (AICTE Model Curriculum) 2nd Year

(Effective from the session 2024-25)

Semester-III

Sl.No.	Subject Codes	Specialization	Subject Name
1	BMBAHR0311	HR	HR Analytics
2	BMBAHR0312		Employee Relations and Labour Code
3	BMBAHR0313		Performance and Compensation Management
4	BMBAMK0311	Marketing	Social Media & Digital Marketing Analytics
5	BMBAMK0312		Product and Brand Management
6	BMBAMK0313		Consumer Behaviour
7	BMBAFM0311	Finance	Security Analysis and Portfolio Management
8	BMBAFM0312		Tax Planning & Management
9	BMBAFM0313		Indian Financial Market and Institutions
10	BMBABA0311	Business Analytics	Introduction to Data Science
11	BMBABA0312		Business Intelligence and Data Warehousing
12	BMBABA0313		Predictive Analytics
13	BMBALS0311	Logistics and Supply Chain Management	Supply Chain Management and Demand Forecasting
14	BMBALS0312		Vendor Development and Procurement Management
15	BMBALS0313		E-Commerce & Retail Supply Chain

**NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
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**Master of Business Administration
Evaluation Scheme
SEMESTER-IV**

Sl. No.	Subject Codes	Subject	Types of Subjects	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	BMBA0401	Project Management	Mandatory	3	0	0	30	20	50	0	100	0	150	3
2	BMBA0402	Leadership and Capacity Building	Mandatory	3	0	0	30	20	50	0	100	0	150	3
3		Specialization Group 1 Elective - 4	Elective	3	0	0	30	20	50	0	100	0	150	3
4		Specialization Group 1 Elective - 5	Elective	3	0	0	30	20	50	0	100	0	150	3
5		Specialization Group 1 Elective - 6	Elective	3	0	0	30	20	50	0	100	0	150	3
6		Specialization Group 2 Elective - 3	Elective	3	0	0	30	20	50	0	100	0	150	3
7		Specialization Group 2 Elective - 4	Elective	3	0	0	30	20	50	0	100	0	150	3
8	BMBA0459	Research Project Report	Mandatory	0	0	8	0	0	0	50	0	100	150	4
		TOTAL											1200	25

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Elective Subjects (If Applicable)

MBA (AICTE Model Curriculum) 2nd Year

(Effective from the session 2024-25)

Semester-IV

Sl.No.	Subject Codes	Specialization	Subject Name
1	BMBAHR0411	HR	Talent Management
2	BMBAHR0412		Training and Development
3	BMBAHR0413		Strategic HRM
4	BMBAMK0411	Marketing	Sales and Distribution Management
5	BMBAMK0412		Services Marketing
6	BMBAMK0413		Marketing Analytics
7	BMBAFM0411	Finance	Financial Modelling
8	BMBAFM0412		Working Capital Management
9	BMBAFM0413		Financial Derivatives and Risk Management
10	BMBABA0411	Business Analytics	Machine Learning and Artificial Intelligence
11	BMBABA0412		Data Visualisation
12	BMBABA0413		Social Media Analytics
13	BMBALS0411	Logistics and Supply Chain Management	Warehousing, Inventory and Distribution Management
14	BMBALS0412		Logistics Management
15	BMBALS0413		Analytics in Logistics and Supply Chain