

Ref. No. MBA/10/1696


Date: 28-05-2021

Department of Business Administration

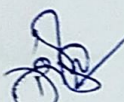
Date : 27/05/2021

Below is the Date Sheet for MSE – 1 (Semester-II) scheduled from 31<sup>st</sup> May, 2021 onwards

Sr. No.	Date	Time	Subject Name with Code
1	31-05-2021	1:00 pm to 3:00 pm	Corporate Finance & Financial Markets (MBA-109) ✓
2	01-06-2021	1:00 pm to 3:00 pm	Legal & Business Environment (MBA-112) ✓
3	02-06-2021	1:00 pm to 3:00 pm	Marketing Management (MBA-111) ✓
4	03-06-2021	1:00 pm to 3:00 pm	Research Methodology (MBA-115) ✓
5	04-06-2021	1:00 pm to 3:00 pm	Operations Management (MBA-113) ✓
6	05-06-2021	1:00 pm to 3:00 pm	Human Resource Management (MBA-110) ✓
7	06-06-2021	1:00 pm to 3:00 pm	Seminar on Social Responsiveness (MBA-114) ✓

  
Academic Incharge

Dept Of Buss. Admn.

  
H.O.D.

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MBA-1<sup>st</sup> Year (2<sup>nd</sup> Sem.)

Paper Code	Title of the Paper	Syllabus for MSE-II
MBA-115	Research Methodology.	Unit-II,Unit-III
MBA-111	Marketing Management	<ul style="list-style-type: none"> <li>• <b>Delivering and Promoting Product:</b> Supply Chain Decisions Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling, <b>Personal Selling:</b> Personal Selling Process, Managing the Sales Force. <b>Promotion Mix:</b> Advertising, Sales Promotion, Public Relations.</li> <li>• <b>Bottom of Pyramid Marketing:</b> Understanding poverty and the Base of the Pyramid, <b>Design-Develop-Distribute</b> approach towards Bottom of Pyramid. Consumption and marketing practices, challenges. <b>The institutional context of Bottom of Pyramid markets,</b> Conducting Marketing Research in Bottom of Pyramid. <b>Ethical issues associated with</b> Bottom of Pyramid.</li> </ul>
MBA-113	OPERATIONS MANAGEMENT	Unit 3 complete
MBA- 112	Legal & Business Environment	Unit - III and Unit - IV complete
MBA109	Corporate finance and financial markets	Unit 2 and Unit 3
MBA-110	HRM	3 & 4 Unit
MBA-114	Seminar on Social Responsiveness	Unit 1 and unit 2 & 3 Unit and 4 Unit



Head

Department of Business Administration