# STRUCTURE OF THE SYLLABUS FOR 4 YEAR UG PROGRAMME

# **ROYAL SCHOOL OF BUSINESS**

BBA (Honours/Honours with Research)(AY 2023-2027,2024-28)

	1 <sup>st</sup> SEM	ESTER		
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT	
Major (Core)	BSA032M101	Management Process and	3	
		Organizational Behaviour		
Major (Core)	BSA032M102	Marketing Management	3	
Minor	BSA032N1 01	Foundations of	3	
		Management		
Interdisciplinary (IDC)	BSA032I 01	Introduction to Indian	3	
		Knowledge System – I		
Ability Enhancement course (AEC)	CEN982A 101	Communicative English - I	1	
Ability Enhancement course (AEC)	BHS982 A104	Behavioral Science- I	1	
Skill Enhancement Course (SEC)	BSA032S1 11	IT tools in Management - I	3	
Value Added Course	VAC-I	To be chosen from the	3	
(VAC)		Basket		
TOTAL CREDIT FOR 1st SEMESTER				
	ter.(To be chosen fro			
2 <sup>nd</sup> SEMESTER				
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT	
Major (Core)	BSA032M201	Accounting for Managers	3	
	BSA032M202	Human Resource Analysis	3	
Minor	BSA032N201	Organizational Behaviour	3	
IDC	BSA032I02	Introduction to Indian	3	
		Knowledge System - II		
AEC	CEN982A201	Communicative English –	1	
		II		
AEC	BHS982A104	Behavioral Science-II	1	
SEC	BSA032S211	IT tools in Management - II	3	
VAC	VAC-2	To be chosen from Basket	3	
	TOTAL CR	EDIT FOR 2 <sup>nd</sup> SEMESTER	20	
Note: The students are required to enroll in an NPTEL/SWAYAM/ MOOCS courses with a minimum duration of 12 weeks for this semester.(To be chosen from basket)			3/4	

	3 <sup>rd</sup> SEM	ESTER	
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT
Major (Core)	BSA032M301	Quantitative Techniques	4
	BSA032M302	Financial Management	4
Minor	BSA032N301	Fundamentals of	4
		International Business	
IDC	BSA032I 301	Innovation Management	3
		(To be chosen from Basket)	
AEC	BHS982 A304	Behavioral Science-III	1
	CEN982 A301	Communicative English -	1
		III	
SEC	BSA032S3 11	Basics of Tally	3
	TOTAL CR	EDIT FOR 3 <sup>rd</sup> SEMESTER	20
Note: The students a	re required to enroll i	in an NPTEL/ SWAYAM/	3/4
MOOCS courses v	vith a minimum dura	tion of 12 weeks for this	
seme	ster.(To be chosen fro	om basket)	
	4 <sup>th</sup> SEM		
COMPONENT COURSE CODE COURSE TITLE			CREDIT
Major (Core)	BSA032M401	Managerial Economics	4
Major (Core)	BSA032M402	Business Research Methods	4
Major (Core)	BSA032M403	Indian Ethos and Practices	4
major (Core)	<b>BST10321</b> (1103	in Management	•
Minor	BSA032N401	Introduction to Human	3
Willion	B57103211101	Resource Management	3
Minor	BSA032N402	Introduction to Financial	3
Willion	B57103211402	Management	3
AEC	CEN982 A401	Communicative English -	1
ALC	CL1V902 71401	IV	1
AEC	BHS982 A404	Behavioral Science-IV	1
ALC		REDIT FOR 4 <sup>th</sup> SEMESTER	20
Note: The students are required to enroll in an NPTEL/ SWAYAM/			3/4
	-	tion of 12 weeks for this	3/4
seme	ster.(To be chosen fro		
0.03.55.55.5	5 <sup>th</sup> SEM		
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT
Major (Core)	BSA032M501	Production and Operation  Management	4
	i .	1. Idilu_Cilicili	
Major (Specialization-	BSA032M50M1	Consumer Behaviour	4

Major (Specialization-	BSA032M50H1	Industrial Psychology	4
I)- Human Resource	351100211100111	industrial 1 sychology	·
Management			
Major (Specialization-	BSA032M50F1	Management of	4
I)- Finance	DSA032W30F1	Financial Markets	4
Major (Specialization-	BSA032M50M2	Sales & Distribution	4
	BSA032M30M2	Management	4
II)- Marketing			
Major (Specialization-	BSA032M50H2	Labour Laws	4
II)- Human Resource			
Management			
Major (Specialization-	BSA032M50F2	Financial Services	4
II)- Finance			
Minor	BSA032N5 01	Introduction to Marketing	4
		Management	
Minor	BSA032M521	Internship	4
	TOTAL CR	EDIT FOR 5 <sup>th</sup> SEMESTER	20
	6 <sup>th</sup> SEMI	ESTER	
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT
Major (Core)	BSA032M601	Business Policy and	4
		Strategy	·
Major (Specialization-	(BSA032M60M1)	Integrated Marketing	4
III)- Marketing		Communication	
Major (Specialization-	(BSA032M60H1)	Talent Acquisition and	4
III)- Human Resource		Management	
Management			
Major (Specialization-	(BSA032M60F1)	Working Capital	4
III)- Finance	(= 2000 = 0.000 = 0,	Management	·
Major (Specialization-	(BSA032M60M2)	Digital Marketing	4
IV)- Marketing	(22100211001112)	2-5	·
Major (Specialization-	(BSA032M60H2)	Performance Management	4
IV)- Human Resource	(D5/1032100112)	1 cirormance ivianagement	7
Management			
Major (Specialization-	(BSA032M60F2)	Security Analysis and	4
	(DSAUSZMIOUFZ)	• •	4
IV)- Finance	(DC 40201460146)	Portfolio Management	4
Major (Specialization-	(BSA032M60M3)	Services Marketing	4
V)- Marketing	(DG 4 6222 5 2222		
Major (Specialization-	(BSA032M60H3)	Organisational	4
V)- Human Resource		Development and Change	
Management			

Major (Specialization- V)- Finance	(BSA032M60F3)	Financial Derivatives	4
Minor	BSA032N601	E-Commerce	4
	TOTAL CR	EDIT FOR 6 <sup>th</sup> SEMESTER	20
	7 <sup>th</sup> SEM	ESTER	
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT
Major (Core)	BSA032M701	Data Analysis and Decision Tools	4
Major (Core)	BSA032M702	Management information System	4
Major (Core)	BSA032M703	Technology and Innovation  Management	4
Major (Core)	BSA032M704	Social Entrepreneurship	4
Minor		Managing Startups	4
	TOTAL CR	EDIT FOR 7 <sup>th</sup> SEMESTER	20
	8 <sup>th</sup> SEM	ESTER	
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT
Major (Core)	BSA032M801	Business Ethics and	4
		Sustainability	
Minor	BSA032N801	Advanced Research	4
		Methodology	
Major (Core)	BSA032M802	Project / Dissertation	12
		the fellowing maior common	offered
In lieu of Resear	ch Project/Dissertation	i, the following major courses of	nicicu
In lieu of Resear Major (Core)	ch Project/Dissertation BSA032M803	Supply Chain Management	4
Major (Core)	BSA032M803	Supply Chain Management	4

# STRUCTURE OF THE SYLLABUS FOR 4 YEAR UG PROGRAMME

# **ROYAL SCHOOL OF BUSINESS**

BBA (Honours/Honours with Research)(AY 2025-2029)

		1 <sup>st</sup> SEMESTER	
COMPONENT	COURSE	COURSE TITLE	CREDIT
	CODE		
Major (Core)	BSA032M101	Management Process and Organizational Behaviour	3
Major (Core)	BSA032M102	Marketing Management	3
Minor RGU Business Administration	BSA032N101	Foundations of Management	3
Management (Track for RSB)		Media Literacy and Critical Thinking	3
Interdisciplinary (IDC)	BSA032I01	Introduction to Indian Knowledge System – I	3
Ability Enhancement course (AEC)	CEN982A101	Communicative English – I	1
Ability Enhancement course (AEC)	BHS982 A104	Behavioural Science- I	1
Skill Enhancement Course (SEC)	BSA032S211	IT tools in Management – I	3
Value Added Course (VAC) <b>for RSB</b>		(Stress management) To be chosen for RSB	3
		TOTAL CREDIT FOR 1st SEMESTER	20
		roll in an NPTEL course with a minimum emester.(To be chosen from basket)	3/4
		2 <sup>nd</sup> SEMESTER	•
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT
Major (Core)	BSA032M201	Accounting for Managers	3
Major (Core)	BSA032M202	Human Resource Management	3
Minor RGU Business administration	BSA032N201	Organizational Behaviour	3
Management (Track for RSB)		Business Environment and Public Policy	3
IDC	BSA032I02	Introduction to Indian Knowledge System – II	3
AEC	CEN982A201	Communicative English – II	1
AEC	BHS982A204	Behavioural Science-II	1
SEC	BSA032S211	IT tools in Management – II	3
VAC for RSB		Indian Constitution (To be chosen for RSB)	3
		TOTAL CREDIT FOR 2 <sup>nd</sup> SEMESTER	20

Note: The students are required to enroll in an NPTEL course with a minimum duration of 12 weeks for this semester.(To be chosen from basket)			3/4
		3 <sup>rd</sup> SEMESTER	
COMPONENT	COURSE CODE	COHRSECTIOLE	
Major (Core)	BSA032M301	Quantitative Techniques	4
Major (Core)	BSA032M302	Financial Management	4
Minor RGU Business administration	BSA032N301	Fundamentals of International Business	4
Management (Track for RSB)		Fundamentals of International Business	4
IDC for RGU	BSA032I301	Innovation Management	3
IDC for RSB		Design Thinking and Innovation	3
AEC	BHS982 A304	Behavioural Science-III	1
AEC	CEN982 A301	Communicative English – III	1
SEC	BSA032S311	Basics of Tally	3
TOTAL CREDIT FOR 3 <sup>rd</sup> SEMESTER			
Note: The students are required to enroll in an NPTEL course with a minimum			
duration of 1	2 weeks for this so	emester.(To be chosen from basket)	
		4 <sup>th</sup> SEMESTER	
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT
Major (Core)	BSA032M401	Managerial Economics	4
Major (Core)	BSA032M402	Business Research Methods	4
Major (Core)	BSA032M403	Indian Ethos and Practices in Management	4
Minor Business Administration	BSA032N401	Introduction to Human Resource Management	3
Management (Track for RSB)		Management information System	3
Minor Business Administration	BSA032N402	Introduction to Financial Management	3
Management (Track for RSB)		Project Management	
AEC	CEN982 A401	Communicative English – IV	1
AEC	BHS982 A404	Behavioural Science-IV	1
		TOTAL CREDIT FOR 4th SEMESTER	20
	<u>-</u>	roll in an NPTEL course with a minimum mester.(To be chosen from basket)	3/4
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT

Major (Core)	BSA032M501	Production and Operation  Management	4
Major (Specialization-I)- Marketing	BSA032M50M1	Consumer Behaviour	4
Major (Specialization-I)- Human Resource Management	BSA032M50H1	Industrial Psychology	4
Major (Specialization-I)- Finance	BSA032M50F1	Management of Financial Markets	4
Major (Specialization-II)- Marketing	BSA032M50M2	Sales & Distribution Management	4
Major (Specialization-II)- Human Resource Management	BSA032M50H2	Labour Laws	4
Major (Specialization-II)- Finance	BSA032M50F2	Financial Services	4
Minor Business administration	BSA032N501	Introduction to Marketing Management	4
Management (Track for RSB)		Emerging Technologies and Applications	4
Major (Core)	BSA032M521	Internship	4
		TOTAL CREDIT FOR 5th SEMESTER	20
		6 <sup>th</sup> SEMESTER	
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT
Major (Core)	BSA032M601	Business Policy and Strategy	4
Major (Specialization III)	(BSA032M60M	Internated Madratina Communication	
(Specialization-III)- Marketing	1)	Integrated Marketing Communication	4
_	1) (BSA032M60H 1)	Talent Acquisition and Management	4
Marketing Major (Specialization-III)- Human Resource	(BSA032M60H		
Marketing Major (Specialization-III)- Human Resource Management Major (Specialization-III)- Finance Major (Specialization-IV)-	(BSA032M60H 1)	Talent Acquisition and Management	4
Marketing Major (Specialization-III)- Human Resource Management Major (Specialization-III)- Finance Major	(BSA032M60H 1) (BSA032M60F1 ) (BSA032M60M	Talent Acquisition and Management  Working Capital Management	4

Major	(BSA032M60M	Services Marketing	4
(Specialization-V)-	3)		
Marketing			
Major	(BSA032M60H	Organisational Development and Change	4
(Specialization-V)-	3)		
Human Resource			
Management	(DC 4 022) 4 (0F2	E: :1D : (:	4
Major	(BSA032M60F3	Financial Derivatives	4
(Specialization-V)- Finance	)		
Minor RGU	BSA032N601	E-Commerce	4
Business	D3A032N001	E-Commerce	4
Administration			
Management (Track		E-Commerce	4
for RSB)		2 commerce	·
		TOTAL CREDIT FOR 6 <sup>th</sup> SEMESTER	20
		7 <sup>th</sup> SEMESTER	
COMPONENT	COURSE	COURSE TITLE	CREDIT
COMMONENT	CODE	COURSE TITLE	CKEDII
Major (Core)	BSA032M701	Environmental Science and	4
		Sustainability	
Major (Core)	BSA032M702	Enterprise System and Platforms	4
Major (Core)	BSA032M703	Technology and Innovation Management	4
Major (Core)	BSA032M704	Social Entrepreneurship	4
Minor RGU	BSA032N701	Managing Startups	4
Business			
Administration			
Management (Track for RSB)		Data Analytics using R / Python	4
		TOTAL CREDIT FOR 7th SEMESTER	20
		8 <sup>th</sup> SEMESTER	
COMPONENT	COURSE CODE	COURSE TITLE	CREDIT
Major (Core)	BSA032M801	Business Ethics and Sustainability	4
Compulsory			
Major (Core)	BSA032M802	Supply Chain Management	4
Compulsory			
Major (Core)	BSA032M803	Legal Aspects of Business	4
Major (Core)	BSA032M804	Social Media and Web Analytics	4
Minor RGU			
Business Administration			
Management (Track		Advanced Research Methodology	4
for RSB)		Auvanced Aesearen Methodology	7
Major (Core)	BSA032M826	Project/Dissertation	12
1.11101 (2010)	ZOLIVE ZITION	Ç	
		TOTAL CREDIT FOR 8th SEMESTER	20

# STRUCTURE OF THE SYLLABUS FOR 2 YEAR PG PROGRAMME

### **ROYAL SCHOOL OF BUSINESS**

#### **MBA**

	1 <sup>st</sup> SEMESTER	
COURSE CODE	COURSE TITLE	CREDIT
BSA034C101	Management Process and Organizational	4
	Behaviour	
BSA034C102	Accounting for Managers-I	4
BSA034C103	Marketing Management	4
BSA034C104	Managerial Economics	4
BSA034C105	Data Analysis and Decision Tools	4
BSA034C106	Venture Planning and Start Ups	4
BSA034C107	Management Information System	4
BSA034C108	Business Communication-I	2
	TOTAL CREDIT FOR 1st SEMESTER	28+2=30
	2 <sup>nd</sup> SEMESTER	
COURSE CODE	COURSE TITLE	CREDIT
BSA034C201	Human Resource Management	4
BSA034C202	Accounting for Managers-II	4
BSA034C203	Corporate Finance	4
BSA034C204	Supply Chain Management	4
BSA034C205	Global Business Environment	4
BSA034C206	Business Research Methods	4
BSA034C207	Operation Management	4
BSA034C208	Business Communication-II	2
	TOTAL CREDIT FOR 2 <sup>nd</sup> SEMESTER	28+2=30
Note: The students are re	equired to enroll in an NPTEL/ SWAYAM/	
	a minimum duration of 12 weeks for this	
	(To be chosen from basket)	
	AL CREDIT FOR 1 <sup>st</sup> YEAR = 56+4=60	
	3 <sup>rd</sup> SEMESTER	
COURSE CODE	COURSE TITLE	CREDIT
BSA034C301	Strategic Management	4
BSA034C302	Operations Research	4
BSA034C303	Legal Aspects of Business	4
BSA034C321	Industry Internship Project	6
BSA034D30H1	Talent Acquisition and Management	3
BSA034D30H2	Industrial Relations & Labour Legislations	3
BSA034D30M1	Consumer Behaviour	3
BSA034D30M2	Digital Marketing	3
BSA034D30F1	Investment Analysis & Portfolio  Management	3
BSA034D30F2	Indian Financial System	3
BSA034D30O1	Logistics and Transportation Management	

BSA034D30E1         Managing Start-ups         3           BSA034D30E3         Entrepreneurship , Creativity & Innovation         3           BSA034D30B1         Business Modelling with Excel         3           BSA034D30B2         R Programming for Analytics         3           BSA034D30B3         Data Base Management System and SQL         3           TOTAL CREDIT FOR 3 <sup>RD</sup> SEMESTER         30           4 <sup>th</sup> SEMESTER	Da 102 (D2002	<u>,                                      </u>	
BSA034D30E3	BSA034D30O2	·	
BSA034D30B1   Business Modelling with Excel   3			
BSA034D30B2   R Programming for Analytics   3		Entrepreneurship , Creativity & Innovation	3
BSA034D30B3   Data Base Management System and SQL   3		Business Modelling with Excel	3
TOTAL CREDIT FOR 3 <sup>RD</sup>   SEMESTER   30		R Programming for Analytics	3
4th SEMESTER           COURSE CODE         COURSE TITLE         CREDIT           BSA034C401         Project Planning Analysis and Management         4           BSA034C402         Business Ethics and Sustainability         4           BSA034C421         Dissertation Project         8           BSA034D40H1         Compensation Management         3           BSA034D40H2         Organizational Development & Change         3           BSA034D40H3         HRD - Strategies and Systems         3           BSA034D40M1         Branding & Integrated Marketing         3           Communication         Communication         3           BSA034D40M2         Services Marketing         3           BSA034D40M3         Sales Management         3           BSA034D40F1         Corporate Taxation         3           BSA034D40F2         Financial Derivatives and Risk         3           Merger and Corporate Restructuring         3           BSA034D40F3         Merger and Corporate Restructuring         3           BSA034D40O2         Technology and Innovation Management         3           BSA034D40O3         TQM and Six Sigma for Business         3           Excellence         BSA034D40E1         Entrepreneurial Finance and Ventu	BSA034D30B3	Data Base Management System and SQL	3
COURSE CODECOURSE TITLECREDITBSA034C401Project Planning Analysis and Management4BSA034C402Business Ethics and Sustainability4BSA034C421Dissertation Project8BSA034D40H1Compensation Management3BSA034D40H2Organizational Development & Change3BSA034D40H3HRD - Strategies and Systems3BSA034D40M1Branding & Integrated Marketing Communication3BSA034D40M2Services Marketing3BSA034D40M3Sales Management3BSA034D40F1Corporate Taxation3BSA034D40F2Financial Derivatives and Risk Management3BSA034D40F3Merger and Corporate Restructuring3BSA034D40O1Service Operations Management3BSA034D40O2Technology and Innovation Management3BSA034D40O3TQM and Six Sigma for Business Excellence3BSA034D40E1Entrepreneurial Finance and Venture Capital3BSA034D40E2Social Entrepreneurship3BSA034D40E3Family Business Management3BSA034D40B1Python Programming for Analytics3BSA034D40B2Data Visualization through Tableau and3		TOTAL CREDIT FOR 3 <sup>RD</sup> SEMESTER	30
BSA034C401         Project Planning Analysis and Management         4           BSA034C402         Business Ethics and Sustainability         4           BSA034C421         Dissertation Project         8           BSA034D40H1         Compensation Management         3           BSA034D40H2         Organizational Development & Change         3           BSA034D40H3         HRD - Strategies and Systems         3           BSA034D40M1         Branding & Integrated Marketing         3           Communication         Communication         3           BSA034D40M2         Services Marketing         3           BSA034D40M3         Sales Management         3           BSA034D40F1         Corporate Taxation         3           BSA034D40F2         Financial Derivatives and Risk         3           Management         3           BSA034D40F3         Merger and Corporate Restructuring         3           BSA034D40O1         Service Operations Management         3           BSA034D40O2         Technology and Innovation Management         3           BSA034D40E1         Entrepreneurial Finance and Venture         3           Capital         Sexocial Entrepreneurship         3           BSA034D40E2         Social Entrepreneurship		4 <sup>th</sup> SEMESTER	
BSA034C402         Business Ethics and Sustainability         4           BSA034C421         Dissertation Project         8           BSA034D40H1         Compensation Management         3           BSA034D40H2         Organizational Development & Change         3           BSA034D40H3         HRD - Strategies and Systems         3           BSA034D40M1         Branding & Integrated Marketing         3           Communication         Communication         3           BSA034D40M2         Services Marketing         3           BSA034D40M3         Sales Management         3           BSA034D40F1         Corporate Taxation         3           BSA034D40F2         Financial Derivatives and Risk         3           Management         3           BSA034D40F3         Merger and Corporate Restructuring         3           BSA034D40O1         Service Operations Management         3           BSA034D40O2         Technology and Innovation Management         3           BSA034D40O3         TQM and Six Sigma for Business         3           Excellence         Sexcellence         3           BSA034D40E1         Entrepreneurial Finance and Venture         3           Capital         Sexical Entrepreneurship         3 <td>COURSE CODE</td> <td>COURSE TITLE</td> <td>CREDIT</td>	COURSE CODE	COURSE TITLE	CREDIT
BSA034C402         Business Ethics and Sustainability         4           BSA034C421         Dissertation Project         8           BSA034D40H1         Compensation Management         3           BSA034D40H2         Organizational Development & Change         3           BSA034D40H3         HRD - Strategies and Systems         3           BSA034D40M1         Branding & Integrated Marketing         3           Communication         Communication         3           BSA034D40M2         Services Marketing         3           BSA034D40M3         Sales Management         3           BSA034D40F1         Corporate Taxation         3           BSA034D40F2         Financial Derivatives and Risk         3           Management         3           BSA034D40F3         Merger and Corporate Restructuring         3           BSA034D40O1         Service Operations Management         3           BSA034D40O2         Technology and Innovation Management         3           BSA034D40O3         TQM and Six Sigma for Business         3           Excellence         Sexcellence         3           BSA034D40E1         Entrepreneurial Finance and Venture         3           Capital         3         3	BSA034C401	Project Planning Analysis and Management	4
BSA034C421Dissertation Project8BSA034D40H1Compensation Management3BSA034D40H2Organizational Development & Change3BSA034D40H3HRD - Strategies and Systems3BSA034D40M1Branding & Integrated Marketing3Communication3BSA034D40M2Services Marketing3BSA034D40M3Sales Management3BSA034D40F1Corporate Taxation3BSA034D40F2Financial Derivatives and Risk Management3BSA034D40F3Merger and Corporate Restructuring3BSA034D40O1Service Operations Management3BSA034D40O2Technology and Innovation Management3BSA034D40O3TQM and Six Sigma for Business Excellence3BSA034D40E1Entrepreneurial Finance and Venture Capital3BSA034D40E2Social Entrepreneurship3BSA034D40E3Family Business Management3BSA034D40B1Python Programming for Analytics3BSA034D40B2Data Visualization through Tableau and3	BSA034C402		4
BSA034D40H2 Organizational Development & Change BSA034D40H3 HRD - Strategies and Systems BSA034D40M1 Branding & Integrated Marketing Communication BSA034D40M2 Services Marketing BSA034D40M3 Sales Management BSA034D40F1 Corporate Taxation BSA034D40F2 Financial Derivatives and Risk Management BSA034D40F3 Merger and Corporate Restructuring BSA034D40O1 Service Operations Management BSA034D40O2 Technology and Innovation Management BSA034D40O3 TQM and Six Sigma for Business Excellence BSA034D40E1 Entrepreneurial Finance and Venture Capital BSA034D40E2 Social Entrepreneurship BSA034D40E3 Family Business Management BSA034D40B1 Python Programming for Analytics BSA034D40B2 Data Visualization through Tableau and	BSA034C421		8
BSA034D40H2 Organizational Development & Change BSA034D40H3 HRD - Strategies and Systems BSA034D40M1 Branding & Integrated Marketing Communication BSA034D40M2 Services Marketing BSA034D40M3 Sales Management BSA034D40F1 Corporate Taxation BSA034D40F2 Financial Derivatives and Risk Management BSA034D40F3 Merger and Corporate Restructuring BSA034D40O1 Service Operations Management BSA034D40O2 Technology and Innovation Management BSA034D40O3 TQM and Six Sigma for Business Excellence BSA034D40E1 Entrepreneurial Finance and Venture Capital BSA034D40E2 Social Entrepreneurship BSA034D40E3 Family Business Management BSA034D40B1 Python Programming for Analytics BSA034D40B2 Data Visualization through Tableau and	BSA034D40H1	Compensation Management	3
BSA034D40H3 HRD - Strategies and Systems 3 BSA034D40M1 Branding & Integrated Marketing Communication BSA034D40M2 Services Marketing 3 BSA034D40M3 Sales Management 3 BSA034D40F1 Corporate Taxation 3 BSA034D40F2 Financial Derivatives and Risk Management 3 BSA034D40F3 Merger and Corporate Restructuring 3 BSA034D40O1 Service Operations Management 3 BSA034D40O2 Technology and Innovation Management 3 BSA034D40O3 TQM and Six Sigma for Business 3 Excellence BSA034D40E1 Entrepreneurial Finance and Venture 3 Capital BSA034D40E2 Social Entrepreneurship 3 BSA034D40E3 Family Business Management 3 BSA034D40B1 Python Programming for Analytics 3 BSA034D40B2 Data Visualization through Tableau and 3	BSA034D40H2		3
BSA034D40M1         Branding & Integrated Marketing Communication         3           BSA034D40M2         Services Marketing         3           BSA034D40M3         Sales Management         3           BSA034D40F1         Corporate Taxation         3           BSA034D40F2         Financial Derivatives and Risk Management         3           BSA034D40F3         Merger and Corporate Restructuring         3           BSA034D40O1         Service Operations Management         3           BSA034D40O2         Technology and Innovation Management         3           BSA034D40O3         TQM and Six Sigma for Business         3           Excellence         BSA034D40E1         Entrepreneurial Finance and Venture         3           Capital         Social Entrepreneurship         3           BSA034D40E2         Social Entrepreneurship         3           BSA034D40B3         Family Business Management         3           BSA034D40B1         Python Programming for Analytics         3           BSA034D40B2         Data Visualization through Tableau and         3	BSA034D40H3		3
CommunicationBSA034D40M2Services Marketing3BSA034D40M3Sales Management3BSA034D40F1Corporate Taxation3BSA034D40F2Financial Derivatives and Risk Management3BSA034D40F3Merger and Corporate Restructuring3BSA034D4001Service Operations Management3BSA034D4002Technology and Innovation Management3BSA034D4003TQM and Six Sigma for Business3ExcellenceEntrepreneurial Finance and Venture3CapitalSocial Entrepreneurship3BSA034D40E2Social Entrepreneurship3BSA034D40B3Family Business Management3BSA034D40B1Python Programming for Analytics3BSA034D40B2Data Visualization through Tableau and3	BSA034D40M1		3
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BSA034D40M3 Sales Management 3 BSA034D40F1 Corporate Taxation 3 BSA034D40F2 Financial Derivatives and Risk 3 Management 3 BSA034D40F3 Merger and Corporate Restructuring 3 BSA034D40O1 Service Operations Management 3 BSA034D40O2 Technology and Innovation Management 3 BSA034D40O3 TQM and Six Sigma for Business 3 Excellence BSA034D40E1 Entrepreneurial Finance and Venture 3 Capital Social Entrepreneurship 3 BSA034D40E2 Social Entrepreneurship 3 BSA034D40E3 Family Business Management 3 BSA034D40E3 Python Programming for Analytics 3 BSA034D40B1 Data Visualization through Tableau and 3	BSA034D40M2	Services Marketing	3
BSA034D40F2 Financial Derivatives and Risk Management  BSA034D40F3 Merger and Corporate Restructuring BSA034D40O1 Service Operations Management  BSA034D40O2 Technology and Innovation Management BSA034D40O3 TQM and Six Sigma for Business Excellence  BSA034D40E1 Entrepreneurial Finance and Venture Capital  BSA034D40E2 Social Entrepreneurship BSA034D40E3 Family Business Management BSA034D40B1 Python Programming for Analytics BSA034D40B2 Data Visualization through Tableau and	BSA034D40M3	Sales Management	3
ManagementBSA034D40F3Merger and Corporate Restructuring3BSA034D40O1Service Operations Management3BSA034D40O2Technology and Innovation Management3BSA034D40O3TQM and Six Sigma for Business3ExcellenceEntrepreneurial Finance and Venture3CapitalCapital3BSA034D40E2Social Entrepreneurship3BSA034D40E3Family Business Management3BSA034D40B1Python Programming for Analytics3BSA034D40B2Data Visualization through Tableau and3	BSA034D40F1	Corporate Taxation	3
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Excellence  BSA034D40E1 Entrepreneurial Finance and Venture Capital  BSA034D40E2 Social Entrepreneurship 3 BSA034D40E3 Family Business Management 3 BSA034D40B1 Python Programming for Analytics 3 BSA034D40B2 Data Visualization through Tableau and 3	BSA034D40O2	Technology and Innovation Management	
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Capital  BSA034D40E2 Social Entrepreneurship 3 BSA034D40E3 Family Business Management 3 BSA034D40B1 Python Programming for Analytics 3 BSA034D40B2 Data Visualization through Tableau and 3		Excellence	
BSA034D40E2 Social Entrepreneurship 3 BSA034D40E3 Family Business Management 3 BSA034D40B1 Python Programming for Analytics 3 BSA034D40B2 Data Visualization through Tableau and 3	BSA034D40E1	Entrepreneurial Finance and Venture	3
BSA034D40E3 Family Business Management 3 BSA034D40B1 Python Programming for Analytics 3 BSA034D40B2 Data Visualization through Tableau and 3		Capital	
BSA034D40B1 Python Programming for Analytics 3 BSA034D40B2 Data Visualization through Tableau and 3	BSA034D40E2	Social Entrepreneurship	
BSA034D40B2 Data Visualization through Tableau and 3	BSA034D40E3	, , , , , , , , , , , , , , , , , , ,	
	BSA034D40B1	Python Programming for Analytics	
PowerBI	BSA034D40B2	_	3
BSA034D40B3 Machine Learning with R/Python 3	BSA034D40B3		
TOTAL CREDIT FOR 4 <sup>TH</sup> SEMESTER 34			34
TOTAL CREDIT FOR 2 <sup>ND</sup> YEAR=64			
TOTAL CREDIT IN MBA PROGRAMME   120+4=1	T	OTAL CREDIT IN MBA PROGRAMME	120+4=124

# STRUCTURE OF THE SYLLABUS FOR 2 YEAR PG PROGRAMME

# **ROYAL SCHOOL OF BUSINESS**

### **Executive MBA**

	Semester 1	
Course Code	Course Title	Credits
EMBA 11	Principles & Practices of Management	4
EMBA 12	Data Analysis and Decision Making	4
EMBA 13	Managerial Economics	4
EMBA 14	Financial Accounting	4
EMBA 15	Business Communication	4
EMBA 16	Legal and Business Environment	4
	Total	24
	Semester 2	
EMBA 21	Financial Management	4
EMBA 22	Production and Operation Management	4
EMBA 23	Marketing Management	4
EMBA 24	Human Resource Management	4
EMBA 25	Business Research Methodology	4
EMBA 26	Management Information System	4
	Total	24
	Semester 3	
EMBA 31	Strategic Management	4
EMBA 32	Sales Management	4
EMBA 33	Behavioural Finance	4
EMBA 34	Human Resource Development Strategies & Systems	4
EMBA 35	Business Modelling with Excel	4
EMBA 36	Social Entrepreneurship	4
EMBA 37	Capstone project: Simulation of Business Systems	4
	Total	28
	Semester 4	
EMBA 41	Corporate Social Responsibility & Sustainability	4
EMBA 42	Supply Chain Management	4
EMBA 43	Services Marketing	4
EMBA 44	Financial Modelling and Business Forecasting	4
EMBA 45	Performance Management & Training interventions	4
EMBA 46	Project / Dissertation	6
	Total	26
	Grand Total	102