



ODISHA UNIVERSITY OF TECHNOLOGY AND RESEARCH

Techno Campus, Mahalaxmi Vihar, Ghatikia, Bhubaneswar-751029.

Syllabus Structure (Effective from 2023-24)

School/ Department: School of Mechanical Sciences

Course: MBA (SSP), Programme: Master of Business Administration (MBA),

Duration: 2 years (Four Semesters)

Abbreviation used:

AC	Audit course	LC	Lab Course	PA	Practical Assessment
PC	Professional Core	PR	Project/ Practical/ Internship	L	Lecture
PE	Professional Elective	SE	Seminar/ Expert Lecture/ Etc.	T	Tutorial
OE	Open Elective	IA*	Internal Assessment	P	Practical
MC	Mandatory/ Common Course	EA	End-Semester Assessment		

*Internal Assessment Mark (30 marks) consists of (i) Mid Semester (20 marks), (ii) Quiz/ Assignment (10 marks)

Subject Code Format:

A1	A2	B3	C4	C5	C6
School/ Dept. (Offering)		Level	0: AC	Serial Number (01 to 99)	
BH: Basic Sciences and Humanities CS: Computer Sciences EE: Electrical Sciences EI: Electronic Sciences IP: Infrastructure and Planning MS: Mechanical Sciences BT: Biotechnology TE: Textile Engineering		1: UG/ Int. Msc. (1 st Year) 2: UG/ Int. Msc. (2 nd Year) 3: UG/ Int. Msc. (3 rd Year) 4: UG/ Int. Msc. (4 th Year) 5: UG/ Int. Msc. (5 th Year) 6: PG (1 st Year) 7: PG (2 nd Year) 8: Ph.D.	1: PC 2: PE 3: OE 4: MC 5: LC 6: PR 7: SE 8: 9:	01/ 03/.../ 19: Odd Sem. (IEM) 21/ 23/.../ 39: Odd Sem. (MML) 41/ 43/.../ 59: Odd Sem. (MSD) 61/ 63/.../ 79: Odd Sem. (THE) 81/ 83/.../ 99: Odd Sem. (MBA) 02/ 04/.../ 20: Even Sem. (IEM) 22/ 24/.../ 40: Even Sem. (MML) 42/ 44/.../ 60: Even Sem. (MSD) 62/ 64/.../ 80: Even Sem. (THE) 82/ 84/.../ 98: Even Sem. (MBA)	

1stSemester

Sl. No.	Subject Type	Subject Code	Subject Name	Teaching Hours			Credit	Maximum Marks			
				L	T	P		IA	EA	PA	Total
1	PC1	MS6181	Organizational Behaviour and Processes	3	0	0	3	40	60	-	100
2	PC2	MS6183	Managerial Economics	3	0	0	3	40	60	-	100
3	PC3	MS6185	Marketing Management	3	0	0	3	40	60	-	100
4	PC4	MS6187	Financial and Cost Accounting	3	0	0	3	40	60	-	100
5	PC5	MS6189	Business Research Methodology	3	0	0	3	40	60	-	100
6	PC6	MS6191	Management Information Systems	3	0	0	3	40	60	-	100
7	PC7	MS6193	Entrepreneurship Development	3	0	0	3	40	60	-	100
8	LC1	MS6581	Advanced Computing Laboratory	0	0	2	2	-	-	100	100
9	LC2	MS6583	Applied Statistics Laboratory	0	0	2	2	-	-	100	100
10	PR1	MS6681	Minor Project I	0	0	2	2	-	-	100	100
Total				21	0	6	27	280	420	300	1000



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2nd Semester

Sl. No.	Subject Type	Subject Code	Subject Name	Teaching Hours			Credit	Maximum Marks			
				L	T	P		IA	EA	PA	Total
1	PC8	MS6182	Financial Management	3	0	0	3	40	60	-	100
2	PC9	MS6184	Quantitative Methods	3	0	0	3	40	60	-	100
3	PC10	MS6186	Production & Operations Management	3	0	0	3	40	60	-	100
4	PC11	MS6188	Human Resource Management	3	0	0	3	40	60	-	100
5	PC12	MS6190	Sustainability Management	3	0	0	3	40	60	-	100
6	PC13	MS6192	Business Analytics	3	0	0	3	40	60	-	100
7	PC14	MS6194	Technology and Innovation Management	3	0	0	3	40	60	-	100
8	LC3	MS6582	Business Communication Laboratory	0	0	2	2	-	-	100	100
9	LC4	MS6584	Operation Research Laboratory	0	0	2	2	-	-	100	100
10	PR2	MS6682	Minor Project II	0	0	2	2	-	-	100	100
Total				21	0	6	27	280	420	300	1000

3rd Semester

Sl. No.	Subject Type	Subject Code	Subject Name	Teaching Hours			Credit	Maximum Marks			
				L	T	P		IA	EA	PA	Total
1	PC15	MS7181	Strategic Management	3	0	0	3	40	60	-	100
2	MaEl-I		Major Elective – I	3	0	0	3	40	60	-	100
3	MaEl-II		Major Elective - II	3	0	0	3	40	60	-	100
4	MaEl-III		Major Elective - III	3	0	0	3	40	60	-	100
5	MaEl-IV		Major Elective - IV	3	0	0	3	40	60	-	100
6	MiEl-I		Minor Elective – I	3	0	0	3	40	60	-	100
7	MiEl-II		Minor Elective - II	3	0	0	3	40	60	-	100
8	PR3	MS7681	Summer Internship Evaluation	0	0	3	3	-	-	100	100
9	LC5	MS7581	Business Analytics Laboratory	0	0	2	2	-	-	100	100
10	LC6	MS7583	Next Gen Thinking Laboratory	0	0	2	2	-	-	100	100
Total							28	280	420	300	1000

4th Semester

Sl. No.	Subject Type	Subject Code	Subject Name	Teaching Hours			Credit	Maximum Marks			
				L	T	P		IA	EA	PA	Total
1	PC16	MS7182	Business Ethics, Legal Aspects and Corporate Governance	3	0	0	3	40	60	-	100
2	MaEl-V		Major Elective – V	3	0	0	3	40	60	-	100
3	MaEl-VI		Major Elective - VI	3	0	0	3	40	60	-	100
4	MiEl-III		Minor Elective – III	3	0	0	3	40	60	-	100
5	MiEl-IV		Minor Elective - IV	3	0	0	3	40	60	-	100
6	LC7	MS7582	Project Laboratory	0	0	2	2	-	-	100	100
7	PR4	MS7682	Project / Dissertation	0	0	3	3	-	-	100	100
Total							20	200	300	200	700

Credits and Maximum Marks

Sl. No.	Semester	Credits	Maximum Marks
1	1 st	27	1000
2	2 nd	27	1000
3	3 rd	28	1000
4	4 th	20	700
Total		102	3700



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Program Electives

1) Financial Electives (FE)

Sl. No.	Subject Code	Subject Name	Teaching Hours			Credit	Maximum Marks			
			L	T	P		IA	EA	PA	Total
1	MS7281	Financial Institutions, Instruments and Markets	3	0	0	3	40	60	-	100
2	MS7282	Financial Derivatives	3	0	0	3	40	60	-	100
3	MS7283	International Finance	3	0	0	3	40	60	-	100
4	MS7284	Commercial Banking	3	0	0	3	40	60	-	100
5	MS7285	Security Analysis and Portfolio Management	3	0	0	3	40	60	-	100
6	MS7286	Mergers and Acquisitions	3	0	0	3	40	60	-	100
7	MS7287	Taxation and Tax Planning	3	0	0	3	40	60	-	100
8	MS7288	Financial Services	3	0	0	3	40	60	-	100
9	MS7289	Indian Financial System	3	0	0	3	40	60	-	100
10	MS7290	Environment and Social Governance	3	0	0	3	40	60	-	100

2) Human Resource Electives (HRE)

Sl. No.	Subject Code	Subject Name	Teaching Hours			Credit	Maximum Marks			
			L	T	P		IA	EA	PA	Total
1	MS7381	Human Resource Planning	3	0	0	3	40	60	-	100
2	MS7382	Organizational Dynamics and Competitiveness	3	0	0	3	40	60	-	100
3	MS7383	Compensation Management and Reward System	3	0	0	3	40	60	-	100
4	MS7384	Training and Development	3	0	0	3	40	60	-	100
5	MS7385	Strategic Human Resource Management	3	0	0	3	40	60	-	100
6	MS7386	Employee Relations and Labour Legislations	3	0	0	3	40	60	-	100
7	MS7387	HR Analytics	3	0	0	3	40	60	-	100
8	MS7388	Performance Management	3	0	0	3	40	60	-	100
9	MS7389	Talent Management	3	0	0	3	40	60	-	100

3) Marketing Electives (ME)

Sl. No.	Subject Code	Subject Name	Teaching Hours			Credit	Maximum Marks			
			L	T	P		IA	EA	PA	Total
1	MS7881	Strategic Brand Management	3	0	0	3	40	60	-	100
2	MS7882	Consumer Behaviour	3	0	0	3	40	60	-	100
3	MS7883	Sales and Distribution Management	3	0	0	3	40	60	-	100
4	MS7884	Retail Management	3	0	0	3	40	60	-	100
5	MS7885	Customer Relationship Management	3	0	0	3	40	60	-	100
6	MS7886	Digital & Social Media Marketing	3	0	0	3	40	60	-	100
7	MS7887	Services Marketing	3	0	0	3	40	60	-	100
8	MS7888	Marketing Analytics	3	0	0	3	40	60	-	100
9	MS7889	Industrial Marketing	3	0	0	3	40	60	-	100

4) Operation Electives (OpE)

Sl. No.	Subject Code	Subject Name	Teaching Hours			Credit	Maximum Marks			
			L	T	P		IA	EA	PA	Total
1	MS7981	Total Quality Management and Six Sigma	3	0	0	3	40	60	-	100
2	MS7982	Production Planning and Control	3	0	0	3	40	60	-	100
3	MS7983	Strategic Procurement	3	0	0	3	40	60	-	100
4	MS7984	Services Operations Management	3	0	0	3	40	60	-	100
5	MS7985	Supply Chain Analytics	3	0	0	3	40	60	-	100
6	MS7986	Materials Management	3	0	0	3	40	60	-	100
7	MS7987	Lean Operations	3	0	0	3	40	60	-	100
8	MS7988	Operations Strategy	3	0	0	3	40	60	-	100
9	MS7989	Project Management	3	0	0	3	40	60	-	100