

PART-TIME/EXECUTIVE MBA PROGRAMME CURRICULUM

Faculty of Commerce and Management

JAGANNATH BAROOAH UNIVERSITY

Programme Title

Master of Business Administration (Part-Time/Executive MBA)

Programme Duration

- Duration: 2 Years
- Semesters: 4 Semesters
- Mode: Part-Time / Evening / Weekend Programme
- Total Credits: 96 Credits

1. Programme Introduction

The Part-Time MBA Programme is designed for working professionals, entrepreneurs, executives, teachers, and aspiring managers who seek to enhance their managerial competencies while continuing their professional engagements. The programme aims to provide advanced knowledge in management theory, analytical skills, strategic decision-making, leadership, entrepreneurship, digital business, and professional ethics.

The curriculum integrates theoretical foundations with practical exposure through case studies, projects, internships, industry interaction, presentations, and research-based learning. The programme is structured to develop competent managers capable of addressing contemporary business challenges in national and global environments.

2. Programme Objectives

The objectives of the programme are:

1. To develop conceptual and analytical understanding of business management.
2. To enhance managerial decision-making and leadership capabilities.
3. To provide knowledge of finance, marketing, human resources, operations, and strategic management.
4. To strengthen communication, entrepreneurial, and digital competencies.
5. To develop ethical, socially responsible, and sustainable business perspectives.
6. To prepare learners for managerial, administrative, academic, and entrepreneurial careers.

3. Programme Outcomes (POs)

After successful completion of the programme, learners will be able to:

PO1: Apply managerial theories and business principles in organizational decision-making.

PO2: Analyze business problems using quantitative and qualitative techniques.

PO3: Demonstrate leadership, teamwork, and communication skills.

PO4: Formulate strategies for business growth and sustainability.

PO5: Apply digital and technological tools in business management.

PO6: Exhibit ethical, socially responsible, and professional behavior.

PO7: Conduct business research and interpret managerial data.

PO8: Develop entrepreneurial and innovative business solutions.

4. Eligibility Criteria

Candidates seeking admission to the Part-Time MBA Programme should fulfill the following conditions:

- Bachelor's Degree in any discipline from a recognized university.
- Minimum 50% marks in aggregate (45% for reserved categories where applicable).
- Preference may be given to candidates having work experience.

5. Fees Structure:

Semester	1st Semester	2nd Semester	3rd Semester	4th Semester
Fees	Rs. 45,000/	Rs. 40,000/	Rs. 40,000/	Rs. 40,000/

6. Teaching-Learning Methodology

The programme shall adopt a learner-centric and industry-oriented teaching approach through:

- Lectures and interactive sessions
- Case studies
- Group discussions
- Business simulations
- Presentations and seminars
- Industry interaction
- Project work
- Field studies
- ICT-enabled learning
- Research assignments

Suitable Structure for Part-Time MBA

Since part-time programmes are usually conducted during evenings or weekends, the following model is often practical:

Evening Mode

- 2 classes per week × 2 hours each
- Over 15 weeks
- Total = 60 Hours

Weekend Mode

- Saturday: 3 Hours
- Sunday: 1 Hour / Tutorial / Case Discussion
- Over 15 weeks

7. Scheme of Examination

Internal Assessment: 40 Marks

Components may include:

- Sessional Tests
- Assignments
- Presentations
- Case Analysis
- Attendance and Participation

End Semester Examination: 60 Marks

- Written Examination
- Project Viva-Voce
- Practical/Case Evaluation where applicable

8. Semester-wise Course Structure

SEMESTER I

Course Code	Course Title	Credits
MBA-101	Principles of Management and Organizational Behaviour	4
MBA-102	Managerial Economics	4
MBA-103	Accounting for Managers	4
MBA-104	Business Statistics and Quantitative Techniques	4
MBA-105	Business Communication	4
MBA-106	Information Technology for Managers	4
MBA-107	Seminar and Case Analysis	2
Total		26

SEMESTER II

Course Code	Course Title	Credits
MBA-201	Financial Management	4

MBA-202	Human Resource Management	4
MBA-203	Marketing Management	4
MBA-204	Operations and Supply Chain Management	4
MBA-205	Research Methodology	4
MBA-206	Business Environment and Corporate Governance	4
MBA-208	Artificial Intelligence for Business	4
MBA-207	Mini Project and Presentation	2
Total		26

SEMESTER III

Core Courses

Course Code	Course Title	Credits
MBA-301	Strategic Management	4
MBA-302	Entrepreneurship Development and Innovation Management	4
MBA-303	Business Analytics	4
MBA-306	AI-Driven Decision Making	4
MBA-304	International Business	4

Specialization Electives (Choose Any Two)

Finance Specialization

Course Code	Course Title	Credits
MBAF-310	Investment Management	4
MBAF-311	Financial Markets and Institutions	4
MBAF-312	Corporate Tax Planning	4

Marketing Specialization

Course Code	Course Title	Credits
MBAM-320	AI in Marketing and Customer Analytics	4
MBAM-321	Consumer Behaviour	4
MBAM-322	Digital Marketing	4
MBAM-323	Sales and Distribution Management	4

Human Resource Management Specialization

Course Code	Course Title	Credits
MBAH-330	AI Applications in Human Resource Management	4
MBAH-331	Training and Development	4
MBAH-332	Performance Management	4
MBAH-333	Industrial Relations and Labour Laws	4

Additional Component

Course Code	Course Title	Credits
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MBA-305	Summer Internship Report and Viva	2
Total		26

SEMESTER IV

Core Courses

Course Code	Course Title	Credits
MBA-401	Business Ethics and Corporate Social Responsibility	4
MBA-402	Leadership and Change Management	4
MBA-403	Strategic Decision Making	4

Specialization Electives (Choose Any Three)

Finance Specialization

Course Code	Course Title	Credits
MBAF-410	Security Analysis and Portfolio Management	4
MBAF-411	International Financial Management	4
MBAF-412	Banking and Insurance Management	4

Marketing Specialization

Course Code	Course Title	Credits
MBAM-420	Brand Management	4
MBAM-421	Services Marketing	4
MBAM-422	Retail and E-Commerce Management	4

Human Resource Management Specialization

Course Code	Course Title	Credits
MBAH-431	Compensation Management	4
MBAH-432	Organizational Development	4
MBAH-433	Strategic Human Resource Management	4

Dissertation / Major Project

Course Code	Course Title	Credits
MBA-404	Dissertation and Viva-Voce	6
Total		26