

**MEERUT INSTITUTE OF ENGINEERING & TECHNOLOGY,
MEERUT**



EVALUATION SCHEME & SYLLABI

For

MBA 2nd year

-Autonomous-

Effective from the session - 2026-2027

Affiliated with



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

Sec-11, Jankipuram Vistar, Lucknow - 226031, Uttar Pradesh, India

SEMESTER- I

S.N.	Codes	Subject			Academic Learnings			Assessment				Total MTE+ ESE	Credits
					L	T	P	Mid Term Examination (MTE)			End Sem. Exam (ESE)		
			Type	Category				CT	TA	Total			
1	MMB 101	Management Principles & Organizational Behavior	T	PCC	3	0	0	20	10	30	70	100	3
2	MMB 102	Business Economics	T	PCC	3	0	0	20	10	30	70	100	3
3	MMB 103	Accounting for Managers	T	PCC	3	0	0	20	10	30	70	100	3
4	MMB 104	Business Statistics & Analytics for Business Decision making	T	PCC	3	0	0	20	10	30	70	100	3
5	MMB 105	Marketing Management	T	PCC	3	0	0	20	10	30	70	100	3
6	MMB 106	Innovation and Entrepreneurship	T	PCC	2	0	0	20	10	30	70	100	2
7	MMB 107	Business Communication	T	PCC	3	0	0	20	10	30	70	100	3
8	MMB 108	Computer application & MIS	T	PCC	2	0	2	20	10	30	70	100	3
9	MMB 151	Field/Live Project	P	PW	0	0	6	50	-	50	50	100	3
10	MAE 104	Aptitude & Reasoning - I	P	AEC	2	0	0	50	-	50	-	50	1
11	MMB 152	SAP	P	VAC	0	0	2	50	-	50	-	50	Non-Credit Course
12	MSE 101	News Analysis	P	SEC	0	0	2	50	-	50	-	50	Non-Credit Course
13		Experiential Learning for Professional Excellence	P	SEC	0	0	2	-	-	-	-	-	Non-Credit Course
		Total			24	0	14			440	610	1050	27

* L-Lecture, T- Tutorial, P-Practical, CT- Class Test, TA- Teacher assessment, T.- Theory, P-Practical, PCC- core course, PW – Project Work, VAC- Value Added Course, AEC- Ability Enhancement Course, SEC- Skill enhancement course.

- **MMB151:** No pen paper exam, evaluation will be practical based & submission of Report at the end of semester.
- **MAE104:** No pen paper exam, Evaluation will be practical based.
- **MMB152:** No pen paper exam, Evaluation will be quiz/practical based.
- **MSE101:** News Analysis: students will give individual/group presentation on recent news.
- **Experiential Learning for Professional Excellence** – Career Guidance session/Case Analysis Presentation/ Extra & Co-curricular Activities/ sports activity/Industrial visits/Educational tour/Field work/Club activities.

SEMESTER- II

SNO.	Codes	Subject	Type	Category	Academic Learnings			Assessment			End Sem Exam (ESE)	Total MTE+ ESE	Credits
					L	T	P	Mid Term Examination (MTE)					
								CT	TA	Total			
1	MMB 201	Business Environment	T	PCC	3	0	0	20	10	30	70	100	3
2	MMB 202	Human Resource Management	T	PCC	3	0	0	20	10	30	70	100	3
3	MMB 203	Advanced Research Techniques for Business Analytics	T	PCC	3	0	0	20	10	30	70	100	3
4	MMB 204	Corporate Finance & Fin -Tech	T	PCC	3	0	0	20	10	30	70	100	3
5	MMB 205	Operations Management	T	PCC	3	0	0	20	10	30	70	100	3
6	MMB 206	Business Analytics	T	PCC	3	0	0	20	10	30	70	100	3
7	MMB 207	Strategic Management	T	PCC	3	0	0	20	10	30	70	100	3
8	MMB 251	Industry survey Report	P	PW	0	2	0	20	10	30	70	100	2
9	MMB252	Power BI	P	SEC	0	0	2	50	-	50	-	50	1
10	MMB253	Design Thinking Lab	P	SEC	0	0	2	50	-	50	-	50	1
11	MAE255	Aptitude & Reasoning -II	P	AEC	0	0	4	30	20	50	-	50	2
12	MSE 205	Soft skill	P	SEC	2	0	0			50		50	Non-Credit Course
13		Experiential Learning for Professional Excellence	p	VAC	0	0	2	-	-	-	-	-	Non-Credit Course
		Total			21	2	10			440	560	1000	27

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- **MMB251:** No pen/paper in End Sem. Exam, Evaluation will be based on final project submission and Viva- Voice at the End of the Semester.
- **MNB252:** No pen/paper exam. Internal evaluation will be based on practical.

- **MMB253:** Design Thinking Lab. Evaluation will be based on project submission.
- **MAE255:** No pen paper exam. Evaluation will be based on Viva-Voice/online quiz.
- **Experiential Learning for Professional Excellence** – Career Guidance session/Case Analysis Presentation/ Extra & Co-curricular Activities/Industrial visits/Educational tour/Field work/Club activities.

SEMESTER - III

In the beginning of IIIrd Semester students will select any 2 Specialization group. In each specialization group there will be three subjects per spz. in 3RD semester and two subjects per spz. in 4th Semester. Weightage of both the specialization group will be equal. Specialization group selected in IIIrd sem. will carry in IV semester.

SNO	Subject Code	Subject	Category	Academic Learnings			Assessment				Total (MTE + ESE)	Credits
				L	T	P	Mid Term Examination (MTE)			End Sem Exam (ESE)		
							CT	TA	Total			
1	MMB 301	Legal Aspects of Business	PCC	3	0	0	20	10	30	70	100	3
3	MMB 302	Summer Internship Project Report	PW	0	4	0			30	70	100	4
4		Elective – 1 Specialization Group 1	PE	3	0	0	20	10	30	70	100	3
5		Elective – 2 Specialization Group 1	PE	3	0	0	20	10	30	70	100	3
6		Elective – 3 Specialization Group 1	PE	3	0	0	20	10	30	70	100	3
7		Elective – 1 Specialization Group 2	PE	3	0	0	20	10	30	70	100	3
8		Elective – 2 Specialization Group 2	PE	3	0	0	20	10	30	70	100	3
9		Elective – 3 Specialization Group 2	PE	3	0	0	20	10	30	70	100	3
		Total		21	4	0			240	560	800	25

*L-Lecture, T- Tutorial, P-Practical, CT- Class Test, TA- Teacher assessment, PCC- core course, PW – Project Work, VAC- Value Added Course, AEC- Ability Enhancement Course, SEC- Skill enhancement course.

SEMESTER -IV

Specialization group selected in IIIrd sem. will carry in IV semester. In each specialization group there will be three subjects. (student will opt any two subjects from each specialization) Weightage of both the specialization group will be equal.

S.NO	Subject Code	Subject	Catego ry	Academic Learnings			Assessment				Total (MTE + ESE)	Credit s
				L	T	P	Mid Term Examination (MTE)			End Sem Exam (ESE)		
							C T	T A	Total			
1	MMB 401	Universal Human Values and Professional Ethics	PCC	3	0	0	20	10	30	70	100	3
2		Dissertation	PW	0	4	12			100	200	300	10
3		Elective – 1 Specialization Group 1	PE	3	0	0	20	10	30	70	100	3
4		Elective – 2 Specialization Group 1	PE	3	0	0	20	10	30	70	100	3
5		Elective – 1 Specialization Group 2	PE	3	0	0	20	10	30	70	100	3
6		Elective – 2 Specialization Group 2	PE	3	0	0	20	10	30	70	100	3
		Total		15	4	12			250	550	800	25

*L-Lecture, T- Tutorial, P-Practical, CT- Class Test, TA- Teacher assessment, PCC- core course, PW – Project Work, VAC- Value Added Course, AEC- Ability Enhancement Course, SEC- Skill enhancement course.

Dissertation: As a mandatory requirement of the Dissertation course, students must submit a dissertation report along with one research paper. The research paper should be based on the dissertation work and must be published or accepted for publication in a National/International Conference or a Peer-Reviewed Journal under the guidance of the assigned supervisor.

ELECTIVE SUBJECTS IN MBA

Specialization Group: Human Resource (HR)

Elective Subjects in III Semester

MMB HR01	Organizational change & Development
MMB HR02	Employee Relation & Labour Laws
MMB HR03	Strategic HRM

Elective Subjects in IV Semester

MMB HR 04	HR Analytics
MMB HR 05	Managing conflicts & Negotiation
MMB HR 06	Performance & Compensation Management

Specialization Group: Marketing (MK) Elective

Subjects in III Semester

MMB MK 01	Consumer Behavior & Marketing Communication
MMB MK 02	B to B Marketing
MMB MK 03	Product & Brand Management

Elective Subjects in IV Semester

MMB MK 04	Service Marketing
MMB MK 05	Sales & Retail Management
MMB MK 06	Digital Marketing

Specialization Group: Finance (FM) Elective

Subjects in III Semester

MMB FM 01	Financial & Credit Risk Analytics
MMB FM 02	Direct & Indirect Taxation
MMB FM 03	Security Analysis & Portfolio Management

Elective Subjects in IV Semester

MMB FM 04	Banking & Financial Institution
MMB FM 05	Cost & Management Accounting
MMB FM 05	Derivative Analysis

Specialization Group: Operation Management (OM) Elective

Subjects in III Semester

MMB OM 01	Supply chain & Logistics Management
MMB OM 02	Quality Management
MMB OM 03	Project & Sourcing Management

Elective Subjects in IV Semester

MMB OM 04	Operations Planning & Control
MMB OM 05	Service Operations Management
MMB OM 06	Management of Manufacturing system

Specialization Group: International Business (IB) Elective
Subjects in III Semester

MMB IB 01	International Business Management
MMB IB02	Export Import Documentation
MMB IB 03	Foreign Exchange and Risk Management

Elective Subjects in IV Semester

MMB IB 04	International Trade and Geopolitics
MMB IB 05	International Logistics Management
MMB IB 06	International Trade Laws & Regional Integration

Specialization Group: Information Technology & Analytics (IT)

Elective Subjects in III Semester

MMB IT 01	Business Intelligence and Data Visualization
MMB IT 02	E-Business
MMB IT 03	Database Management System

Elective Subjects in IV Semester

MMB IT 04	Enterprise Systems
MMB IT 05	Business Process Re-engineering
MMB IT 06	Business Data warehousing and Data Mining

GUIDELINES FOR SUMMER TRAINING (III SEMESTER) AND RESEARCH PROJECT REPORT (RPR) (IV SEMESTER)

Summer Training Project Report (STPR)

Objective:

The internship module aims to provide the student with:

- ☐ A practice-oriented and 'hands-on' working experience in the real world or industry, and
- ☐ To enhance the student's learning experience.
- ☐ An opportunity to develop a right work attitude, self-confidence, interpersonal skills and
- ☐ Ability to work as a team in a real organizational setting.
- ☐ An opportunity to further develop and enhance operational, customer service and other
- ☐ Life-long knowledge and skills in a real-world work environment.
- ☐ Pre-employment training opportunities and an opportunity for the company or
- ☐ Organization to assess the performance of the student and to offer the student an employment
- ☐ Opportunity after his/her graduation, if it deems fit.

Outcomes:

At the end of the course, a student will be able to:

CO – 1: Understand the application of knowledge and skill sets acquired from the course and workplace in the assigned job function/s.

CO – 2: Apply real life challenges in the workplace by analyzing work environment and conditions, and selecting appropriate skill sets acquired from the course.

CO – 3: Create critical thinking and problem-solving skills by analyzing underlying issue/s.

CO – 4: Develop the ability to harness resources by analyzing challenges and considering opportunities.

CO – 5: Understand appreciation and respect for diverse groups of professionals by engaging harmoniously with different company stakeholders.

Guidelines For Summer Internship Project Report

1. At the end of the second semester examination, it is mandatory for every student of MBA to undergo on-the-job practical training in any manufacturing, service or trading organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.
2. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.
3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.
4. The student, after the completion of training will submit a report to the College/Institute which will form part of the third semester examination. However, the report must be submitted by the end of September 30.
5. The report (based on training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should reflect in depth study of a micro problem, ordinarily assigned by the organization where the student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. The average size of report ordinarily will be of minimum 100 pages in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper.
6. The report will have two certificates, one from the Faculty guide and another from reporting officer of the organization where the student has undergone training. These certificates should be attached in the beginning of the report.
7. The Summer Training Project Report will carry Total 100 marks and out of which 70 marks will be evaluated by two examiners (one external and one internal). The external examiner will be appointed by University. The evaluation will consist

of (1) Summer Training Project Report evaluation (2) Project Presentation and Viva Voce. The average of the marks awarded by the 2 examiners will be taken into account for the results.

8. The Project Report evaluation will comprise of 30 sessional marks and would be evaluated by internal project guide.

9. Only such person will be appointed as an external examiner for the evaluation of the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.

10. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

11. The suggestive parameters on which external evaluation would be carried out are as under:

Project Report Evaluation: Evaluation Criteria	Marks
Understanding of Objectives with topic	20
Understanding of Relevance of topic	20
Interpretation & Analysis	10
Presentation	10
Query handling	10

Research Project Report (RPR)

In fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department. The Research Project Report will carry 300 marks. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce.

The evaluation of Project Report will comprise of 100 marks and would be evaluated by the internal guide. The evaluation of Viva Voce of Project would comprise of 200 marks and would be evaluated by an external examiner appointed by University and one internal examiner appointed by institute. The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the marks given by the examiners is 30 or more, the project report will be referred to a third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results. The report will contain the objectives and scope of the study. Research Methodology, use and importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of MBA program. The number of pages in the report will be minimum 75 or more. The report should be typed in A-4 size paper. The suggestive parameter on which evaluation would be carried

Understanding & relevance of the topic

2. Relevance & Analysis of the data

3. Ability to present

4. Ability to handle query