



बरकतउल्ला विश्वविद्यालय, भोपाल
BARKATULLAH UNIVERSITY, BHOPAL

FIRST YEAR
SEMESTER - I

1	CP –101	Management Concepts & Practices	100
2	CP –102	Quantitative Methods	100
3	CP –103	Managerial Economics	100
4	CP –104	Communication Skills	100
5	CP –105	Accounting For Managers	100
6	CP –106	International Business	100
Total Marks			600

SEMESTER - II

7	CP –201	Organisation Behaviours	100
8	CP –202	Human Resource Management	100
9	CP –203	Financial Management	100
10	CP –204	Marketing Management	100
11	CP –205	Research Methodology	100
12	CP –206	Project Management	100
Total Marks			600

SECOND YEAR
SEMESTER - III

13	CP – 301	Business Policy & Strategic Analysis	100
14	CP – 302	Decision Support System & Management Information System	100
15	CP – 303	Specialisation –1, Paper – I	100
16	CP – 304	Specialisation –1, Paper – II	100
17	CP – 305	Specialisation-2, Paper – I	100
18	CP – 306	Specialisation-2, Paper – II	100
Total Marks			600

SEMESTER - IV

19	CP – 401	Comprehensive Viva	100
20	CP –402	Business Legislation	100
21	CP –403	Entrepreneurship Development & Management	100
22	CP –404	Specialisation –1, Paper – III	100
23	CP –405	Specialisation –1, Paper – IV	100
24	CP –406	Specialisation-2, Paper – III	100
25	CP –407	Specialisation-2, Paper – IV	100
Total Marks			700



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SECOND YEAR Specialization Subjects

SEMESTER III

SEMESTER IV

FINANCIAL MANAGEMENT

FSF- 1	Security Analysis and Investment Management
FSF- 2	Working Capital Management

FSF- 3	Management of Financial Services
FSF- 4	Strategic Corporate Finance

MARKETING MANAGEMENT

FSM-1	Consumer Behaviour
FSM-2	Advertising Management

FSM-3	Sales And Distribution Management
FSM-4	Service Marketing

HUMAN RESOURCE MANAGEMENT

FSO-1	Management of Industrial Relations
FSO-2	Management Training and Development

FSO-3	Human Resource Planning and Development
FSO-4	Compensation Management

BANKING & FINANCIAL SERVICE MANAGEMENT

FSB-1	Management of Banking and Insurance Institutions
FSB-2	Financial Planning and Wealth Management

FSB-3	Financial Institutions and Markets
FSB-4	Financial Risk Management

RETAIL MANAGEMENT

FSR-1	Retail Concepts & Practices
FSR-2	Marketing Concepts in Retail Management

FSR-3	Management of Retail Operations
FSR-4	Retail Merchandising and Supply Chain Management

TRAVEL AND TOURISM MANAGEMENT

FST-1	Fundamental of Travel & Tourism
FST-2	Hospitality and Hotel Management

FST-3	Tourism Marketing
FST-4	Travel Agency Management

DISTRIBUTION OF MARKS

SEM-I 600, SEM-II 600, SEM-III 600, SEM-IV 700 = TOTAL MARKS -2500

EXTERNAL EVALUATION IN EACH PAPER OF 80 MARKS

SEC A (4*8) =32, SEC B (3*16) =48

=TOTAL MARKS -80

INTERNAL EVALUATION IN EACH PAPER OF 20 MARKS

MID TERM TEST SEMINAR -30 %

CLASS PERFORMANCE - 20%