



AMRITA
VISHWA VIDYAPEETHAM
UNIVERSITY
[Estd. u/s 3 of the UGC Act 1956]
Amritanagar, Coimbatore - 641112

Amr ita/UO/ACM25.8.23 & 24/2016

February 25, 2016

OFFICE ORDER

The Academic Council of the University at its 25th meeting held on 29-01-2016, resolved to adopt new curriculum effective from 2016 admissions onwards for M.B.A. Programmes.

The details of the curriculum are shown as an Annexure to this order.

Registrar

Annexure: Details of curriculum as mentioned above.

To

The Dean, ASB
Chairpersons, Department of Management-Amritapui, Bengaluru, Kochi and Coimbatore

Copy to : Pro Chancellor
Vice Chancellor
Dean, Post Graduate Programmes
Assoc. Dean (Admn)
Controller of Examinations
AUMS Coordinator

New Curriculum for M.B.A. from 2016-17 onwards

Year 1

Trimester 1	Credits	Trimester 2	Credits	Trimester 3	Credits
Business Communication	2	Macro Economics	3	Cost Management	3
Financial Accounting	3	Organizational Behaviour - II	2	Human Resource Management	3
Marketing Management 1	3	Financial Management	3	MIS II	3
Micro Economics	3	Marketing Management 2	2	Research Methodology	3
Organizational Behaviour - I	3	Production and Operations Management - I	2	EEP	2
Data Analytics 1	4	Data Analytics 2	4	Production and Operations Management - II	2
		Introduction to BA (not offered in ASB Bangalore)	2	Legal Aspects of Business (not offered in ASB Bangalore. In its place a three credit SUNY MS course offered in the second year)	2
		MIS -I	2	Introduction to 'R' (offered only in ASB Bangalore)	2
Total credits	18		20		18

YEAR 2

Trimester 4	Credits	Trimester 5	Credits	Trimester 6	Credits
Strategic Management	3	MVBE	3	Elective 8 (SUNY MS Course at Bangalore)	3
International Business (not offered in ASB Bangalore. SUNY MS Course is offered in its place)	3	EMSD (offered in ASB Bangalore for 2 credits)	3	Elective 9 (SUNY MS Course at Bangalore)	3
Elective 1	3	Elective 5	3	Elective 10 (SUNY MS Course at Bangalore)	3
Elective 2	3	Elective 6	3	Elective 11 (SUNY MS Course at Bangalore)	3
Elective 3	3	Elective 7 (SUNY MS Course at Bangalore)	3	Elective 12 (SUNY MS course at Bangalore)	3
Elective 4	3	Innovation and Entrepreneurship	2	Thesis/ISC	6./3
Total Credits	18		17		18

If opted 6 credit thesis

in place of 3 credit ISC, the student is allowed to take one less elective.

Please see the note below for the changes in ASB Bangalore curriculum to meet the dual degree program

requirements, MBA -MS with SUNY Buffalo

Total Credits from above	
courses	109
SAPG 1 and 2	6
Colloquium	2
Corporate Skills	3
Summer Internship	6
Grand Total	##

Note : To satisfy the dual degree program, MBA- MS at ASB Bangalore, some changes were introduced in ASB Bangalore curriculum to accommodate the MS courses

The following are the changes in the ASB Bangalore Curriculum :

- 1. The course, Introduction to 'R' is offered in place of 'Introduction to Business analytics' for two credits in the first year course on Business Analytics.**
- 2. Eight MS courses, Enterprise models, Analysis Modelling and Design, Contracts relationship and management, Business Analytics, Software project and Change Management, Information Assurance, IB Law and IP Management, ITES Strategy and Policy are offered in ASB Bangalore in place of two core courses (International Business and Legal Aspects of Business) and 6 electives.**
- 3. ASB Bangalore therefore offers 6 electives while three other centers offer 12 electives.**
- 4 To retain the total credits of the program at 126, credits on EMSD is reduced to 2 in new curriculum which is retained at 3 in other centers.**
- 5. The rest of the curricula remains the same at ASB Bangalore as in other centers.**