

# Swami Vivekanand University, Sagar – (M.P.)

(Maximum Marks: Each Paper – 100)

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

## M.B.A. Third Semester

Paper No.	Title
301	E-Marketing & Service Marketing
302	Sales Management & Distribution Management
303	Seminar & Term Paper ( Internal)
304	Comprehensive Viva-Voce
<b>Major : Marketing Management</b>	
603	Consumer Behaviour & Brand Management
605	Advertising management & Promotion Management.
<b>Major : Financial Management</b>	
702	Merchant Banking Financial Services & Mutual Funds.
705	Security Analysis & Portfolio Management & Capital Market Systems.
<b>Major : Human Resource Management</b>	
1002	Organisational Development
1005	Labour Legislation
<b>Major : HOSPITAL MANAGEMENT</b>	
1101-	Hospital Management
1102-	Clinical and Support Services
<b>Major : MATERIAL MANAGEMENT</b>	
1201-	Inventory Management
1202-	Logistics Management
<b>Major : MEDIA MANAGEMENT</b>	
1301-	Theories of Communication & Mass Media Management
1302-	Research Methodology & Media Research
<b>Major : TOURISM, TRAVEL AND HOSPITALITY MANAGEMENT</b>	
1401-	Introduction to Hospitality Management
1402-	Hospitality Law
<b>Major : ENTREPRENEURSHIPS DEVELOPMENT MANAGEMENT</b>	
1501-	The Essential of Entrepreneurship Introduction
1502-	Financial Entrepreneurship
<b>Major : RURAL MANAGEMENT</b>	
1601-	Principles of Rural & Agricultural Economics
1602-	Rural Development and Planning
<b>Major : BANKING MANAGEMENT</b>	
1701-	Theory of Money & Banking
1702-	Banking Theory, Law & Practice
<b>Major : I T &amp; SYSTEM MANAGEMENT</b>	
1801-	DBMS with Oracle
1802-	C Programming
<b>Major : DISASTER MANAGEMENT</b>	
1901-	Disaster Preparedness
1902-	Introduction & Dimensions Of Natural & Anthropogenic Disasters
<b>Major : OPERATIONS MANAGEMENT</b>	
2001-	Marketing Strategy
2002-	Operation Management: Theory & Practice
<b>Major : ENVIRONMENTAL MANAGEMENT</b>	
2101-	Natural Resources & Management
2102-	Environmental Safety, Health and Management

**NOTE -**

Examinee can take any one specialization (Maximum Total Two) from the following groups-

**Group –A:**

1. Marketing Management
2. Financial Management
3. HRM

**Group –B:**

1. Hospital Mgt.
2. Materials Mgt.
3. Media Mgt.
4. Tourism, Travel and Hospitality Mgt.
5. Entrepreneurship Development Mgt .
6. Environmental Mgt.
7. International Business Mgt.
8. NGO Mgt.
9. Portfolio and Investment Mgt.

**Group –C:**

1. Rural Mgt.
2. Banking Mgt.
3. IT Mgt.
4. Disaster Mgt.
5. Operation and Research Mgt.
6. Retail Mgt.
7. Urban Planning Mgt.
8. Project Mgt.
9. Fashion Designing Mgt.