Semester					<u> </u>		Mandsaur University								alization (Minor)	
Semester			2023 Scheme of Examination									MGT241	Financial Institution & Services	MGT241	Financial Institution & Services	
	=	МВА										MGT242	Banking and Insurance Management	MGT242	Banking and Insurance Managemen	
												MGT258	Security Analysis and Portfolio Management	Not Applicable	e for Finance Minor Students	
										HR Specializa	HR Specialization (Major) HR Specialization (Mino		tion (Minor)			
	Theory/ Practical	Subject Code	Subject Name	Maxin	num Marks A	llotted Hours/We		ek		Total	MGT243	Human Resource Development	MGT243	Human Resource Development		
S. No. Category				End Sem Test (EST)	Mid Sem Test (MST)	(CET)	L	т	Р	Credits	Marks	MGT248	Recruitment & Selection	MGT248	Recruitment & Selection	
	Theory	MGTS3-1	Specialization (Major)(1/2/3/4/5) Elective - I	60	30	10	4	1	-	4	100	MGT244	Industrial Relations & Labour	Not Applicable	e for HR Minor Students	
	Theory	MGTS3-2	Specialization (Major)(1/2/3/4/5) Elective - II	60	30	10	4	-	-	4	100	Marketing Sp	arketing Specialization (Major) Marketing Specialization (Minor)		ecialization (Minor)	
	Theory	MGTS3-3	Specialization (Major)(1/2/3/4/5) Elective -III	60	30	10	4	-	-	4	100	MGT246	Consumer Behaviour	MGT246	Consumer Behaviour	
	Theory	MGTS3-4	Specialization (Minor)(1/2/3/4/5) Elective - I	60	30	10	4	-	-	4	100	MGT247	Sales Management & Distribution	MGT247	Sales Management & Distribution M	
	Theory	MGTS3-5	Specialization (Minor)(1/2/3/4/5) Elective - II	60	30	10	4	-	-	4	100	MGT249	Marketing Research	Not Applicable	e for Marketing Minor Students	
	Practical	MGT750 PR1	1 Internship / Field work	25	-	75	-	-	12	6	100	International	International Business (Major) International Business (Mir		Business (Minor)	
												MGT264	India's Foreign Trade and Policy	MGT264	India's Foreign Trade and Policy	
												MGT265	Export Procedure and Documentati Not Applicable for IB Minor Students		e for IB Minor Students	
												MGT266	Import Management	MGT266	Import Management	
												Digital Marketing (Major)		Digital Marke	Digital Marketing (Minor)	
												MGT267	Website Planning & Design	MGT267	Website Planning & Design	
												MGT268	Search Engine Optimization	Not Applicable	e for DM Minor Students	
Total					150	125	20	0	12	26	600	MGT269	Search Engine Marketing	MGT269	Search Engine Marketing	
Prepared by (BOS Coordinator)			Verified By													
orainator)			(HOD/BOS Chairperson	,					(Dea	n Academics)						
									A	proved by						
r	red by	Theory Theory Theory Theory Theory Theory Theory Theory Practical	Theory MGTS3-1 Theory MGTS3-2 Theory MGTS3-3 Theory MGTS3-4 Theory MGTS3-5 Practical MGT750 PR	Theory MGTS3-1 Specialization (Major)(1/2/3/4/5) Elective - I Theory MGTS3-2 Specialization (Major)(1/2/3/4/5) Elective - II Theory MGTS3-3 Specialization (Major)(1/2/3/4/5) Elective - II Theory MGTS3-4 Specialization (Minor)(1/2/3/4/5) Elective - I Theory MGTS3-5 Specialization (Minor)(1/2/3/4/5) Elective - II Practical MGT750 PR3 Internship / Field work Theory MGTS3-5 Total	Theory	Theory	Theory MGTS3-1 Specialization (Major)(1/2/3/4/5) Elective - I 60 30 10	Theory	Theory	Theory Practical Code Subject Name End Sem Test (MST) (CET) L T P	Theory Practical Code Subject Name End Sem Test (MST) (CET) L T P Credits	Theory	His Specialization Hours/Week Code Subject Name End sem Mid Sem Test (MST) Est (MST)	Theory	Management Man	