



THE UNIVERSITY OF BURDWAN
Office of the Secretary, Faculty Council (Arts, Com., Law, etc.)
3rd Floor, Composite Arts Building, Golapbag, P.O.- Rajbati,
Dist.- Purba Barddhaman , Pin. -713104, West Bengal.
E-Mail : secretary_arts@buruniv.ac.in
Mobile : (+91) 9475509303
Website: www.buruniv.ac.in

No.: FC/PG(A)/Inf. Brochure/MBA Program/2024-2026/69

Date: 30.07.2024

**ADMISSION TO MBA/MBA(HR)/MBA(TOURISM) PROGRAMMES UNDER THE
FACULTY COUNCIL OF ARTS, ETC. FOR THE SESSION 2024-2026**

INFORMATION SHEET

[Candidates are advised to follow the information given below]

1. Online applications are invited from the eligible intending candidates for admission to the MBA Program [MBA/ MBA (HR)/ MBA (Tourism)] for the Session 2024-2026 under Faculty Council (Arts, Commerce, Law etc.), The University of Burdwan. Online form will be available in the University website (www.buruniv.ac.in) on and from 30.07.2024 to 13.08.2024.

2. ONLINE APPLICATION SUBMISSION

2.1 Application Fee Payment

A non-refundable amount of Rs. 250/- (Rupees Two Hundred and Fifty only) as application fee is to be paid through (State Bank Collect) the following link:

<https://www.onlinesbi.sbi/sbicollect/icollecthome.htm>

STEP-1: Applicants are to select “*Educational Institutions*” under “*Select Category*”

STEP-2: Search “*The University of Burdwan*” in the page reached through the link and

STEP-3: Choose “**APPLICATION FEES FOR MBA PROGRAM 2024**” in the dropdown under payment Category and make payment as per the instructions.

Applicants are to keep a copy of the receipt of payment in pdf format for uploading in the designated field of online application form. Insertion of transaction id and uploading of receipt is mandatory in absence of which a form cannot be submitted.

2.2 ENROLLMENT OF ACADEMIC BANK OF CREDIT

For Enrollment in Academic Bank of Credit (ABC) in National Academic Depository (NAD) and procure ABC ID which is mandatory as per the UGC order (**Link for the UGC Order:** <https://tinyurl.com/2j3dj75x>), follow the link given below:

Link for User Manual of ABC ID Creation

<https://tinyurl.com/2ol7fklm>

2.3 HOW TO APPLY

After completion of the above-mentioned steps, the applicants should fill in the online application form through the link given below:

LINK FOR ONLINE Application Form For Admission to MBA Program 2024 [MBA/MBA(HR)/MBA(Tourism)]: <https://forms.gle/sayA56b7b2jXxqcx7>

After successful submission of Application Form, all applicants will receive a copy of the submitted form and a receipt of submission along with Application Sequence Number, in their registered e-mail id.

- **Online submission of application form by a candidate does not automatically ensure his/her admission to the Programme.**
- Candidates, engaged in any Job/Full-time Research Work, shall not be allowed to pursue this course unless NOC is provided by the appointed authority.

3. INTAKE

CENTRE, PROGRAMME, SEAT MATRIX AND INTAKE															
Sl. No.	Subject/ Course	Centre for Learning	UR	SC	ST	OBCA	OBCB	EWS	SP	DA Category					Total Intake
				22%	6%	10%	7%	10%		UR	SC	ST	OBCA	OBCB	
1	MBA	University Campus	19	9	3	5	3	5	1	1	1	0	0	0	47
	MBA(HR)	University Campus	19	9	3	5	3	5	1	1	1	0	0	0	47
	MBA (Tourism)	University Campus	15	7	2	3	2	3	1	1	0	0	0	0	34

4. GENERAL ELIGIBILITY CRITERIA

- Graduates from any UGC recognized University who have completed the three-year Bachelor Degree with Honours/Major in any subject/ LLB/ BBA/ BCA/ B.E./ B.Tech./ B.Pharm. /MBBS etc. with a minimum of 50% marks.
- For candidates belonging to SC/ ST/ OBC-A/ OBC-B/ DA/ EWS/ SP categories, eligibility is minimum of 45% marks in honours/major in the concerned/relevant subject.
- *Candidates appearing in their final graduation exam will be eligible to apply subject to the condition that they will have to present their final marksheet of successful completion of their graduation on the date of document verification, failing which their admission will be cancelled.*

5. SELECTION PROCEDURE

- All the candidates will have to appear in the written admission test to be conducted by the university (BUMAT-2024) followed by Group Discussion (GD) and Personal Interview (PI).
- The written admission test BUMAT-2024 shall comprise: (i) English Language Skills; (ii) Mathematical Skills including Business Maths (iii) Data Analysis & Interpretation; (iv) Verbal & Non-verbal Reasoning (v) Economic Environment of Business. It will consist of 100 multiple choice questions totalling 100 marks, and the test will be of 90 minutes duration.
- However, for the candidates having valid score in CAT/XAT/CMAT/ATMA/MAT/GMAT/JEMAT, the higher marks obtained either in CAT/XAT/CMAT/ATMA/MAT/GMAT/JEMAT or in the Written Admission Test to be conducted by The University of Burdwan i.e. BUMAT-2024 will be considered.
- Applicants having valid MAT/CAT/CMAT/XAT/GMAT/ JEMAT will be required to upload the score cards while applying for admission. The MAT/CAT/CMAT/XAT/GMAT/ JEMAT scores will be verified on the date of GD and Viva.

- GD (50 marks) and PI (50 marks) will be conducted by the university at the Golapbag Campus and the candidate must secure minimum 20% marks in GD and PI separately.
- The merit list will be prepared on the basis of the Grade Point (GP) of a candidate comprising (i) marks of the candidates obtained in GD and PI and (ii) the percentage of marks obtained by the candidate in the Written Admission Test (100 marks) **i.e. either** in MAT/CAT/CMAT/ XAT/ GMAT/JEMAT **or** in the Written Admission Test to be conducted by The University of Burdwan (BUMAT-2024), **whichever is higher**. However, as already mentioned, all the candidates will have to appear in the written admission test to be conducted by the university (BUMAT-2024).
- In case of the equal Grade Points, the percentage of marks obtained by the candidate in Honours/Major is to be considered and calculated for determining the higher position in the merit list. In case of the uniform score in the concerned Honours/Major Degree, the percentage of marks obtained by the candidate in Higher Secondary Examination is to be considered and calculated for determining the higher position in the merit list. If the percentage of Higher Secondary marks is also being the same, percentage of Secondary Examination will be considered for ranking. If, at all these stages, performances of more than one student are found to be same, then final decision regarding selection of candidate will be referred to Hon'ble Vice Chancellor, BU.
- The provisional merit list and admission instruction will be published in the website and the selected candidates will be asked to get admitted through online payment of admission fees through the link that will be provided in the published notification.
- Mere selection of candidates doesn't ensure confirmation of admission unless the eligibility of the candidates is checked and ensured through document verification. If a candidate is found, before or after admission, not having the minimum eligibility of admission, then the university will have the right to cancel his/her admission without taking responsibility of refund of his/her admission fees.

6. IMPORTANT DATES:

THE FOLLOWING CALENDAR WILL BE FOLLOWED FOR CONDUCTING THE STAGES OF ADMISSION

<u>SL. NO.</u>	<u>PROGRAMME ACTIVITY</u>	<u>DATE</u>
1	Submission of Online Application Form	30.07.2024 to 13.08.2024
2	Issuance of Admit Card for BUMAT-2024 for admission to MBA/MBA(HR)/MBA(Tourism) Programmes	From 16.08.2024
3	Written test for BUMAT-2024 for admission to MBA/MBA(HR)/MBA(Tourism) Programmes	20.08.2024
4	Publication of Result of BUMAT-2024 for admission to MBA/MBA(HR)/MBA(Tourism) Programmes	30.08.2024
5	Issuance of Admit Card for GD and PI for admission to MBA/MBA(HR)/MBA(Tourism) Programmes	From 04.09.2024
6	Tentative Dates of GD and PI for admission to MBA/MBA(HR)/MBA(Tourism) Programmes and Verification of CAT, XAT, CMAT, ATMA, MAT, GMAT and JEMAT Scores/Certificate Venue: Business Administration Building, Golapbag, Burdwan	09.09.2024 to 12.09.2024
7	Publication of Provisional Broad Merit List (Rank List) for admission to MBA/MBA(HR)/MBA(Tourism) Programmes	18.09.2024
8	Offline Session for programme selection on the basis of provisional merit list for admission to MBA/MBA(HR)/MBA(Tourism) Programmes Venue: Kadambini Ganguly Hall, Composite Arts Buildig, Golapbag, Burdwan	23.09.2024
9	Payment of Phase-1 for Admission to MBA/MBA(HR)/MBA(Tourism) Programmes	24.09.2024 to 26.09.2024
10	Tentative Commencement of Classes for MBA/MBA(HR)/MBA(Tourism) Programmes	30.09.2024
11	Document Verification for the provisionally admitted Candidates of MBA/MBA(HR)/MBA(Tourism) Programmes	30.09.2024 to 01.10.2024

The university can revise the calendar, if needs arise and the same will be notified on the university website

7. RESERVATION GUIDELINES

7.1 FOR SCHEDULE CASTE & SCHEDULE TRIBES CANDIDATES:

Reservation for SC/ST candidates for admission will be as per reservation rules vide Govt. Order No.: **07-Edn (U)/1U-89/13.- dated. 2nd January, 2014** “for admission to different courses, an SC or ST candidate getting admission should have obtained in the previous examination; qualifying marks not lower by more than 25% of the marks obtained by the last candidate of the general category.” Relevant Certificate must conform to West Bengal Govt. Memo No. 1813-BCW/MR-94/11 dated 20th June, 2011. Candidates claiming reservation against SC/ST and OBC-A/OBC-B (relevant certificate is required) quota of seats must submit relevant caste certificates issued in their favour by one of the authorities listed below:

- Deputy Collector of Land Revenue,
- Kolkata Collector of Stamp Revenue,
- Kolkata Metropolitan Magistrate, Kolkata,
- Addl. Chief Metropolitan Magistrate, Kolkata,
- Chief Metropolitan Magistrate, Kolkata,
- 1st Class Stipendiary Magistrate,
- Executive Magistrate,
- Sub-Divisional Magistrate,
- Sub-Divisional Officer,
- Deputy Collector,
- Addl. District Magistrate,
- Collector and District Magistrate within the irrespective jurisdictions in case of candidates claiming to be Schedule Caste or Schedule Tribe and ordinarily residing within such jurisdictions.

7.2 FOR OBC-A & OBC-B CANDIDATES:

Reservation for OBC-A/OBC-B candidates for admission will be as per reservation rules vide Govt. Order No.: **07-Edn (U)/1U-89/13.- dated. 2nd January, 2014** “for admission to different courses, an OBCA or OBCB candidate getting admission should have obtained in the previous examination; qualifying marks not lower by more than 10% of the marks obtained by the last candidate of the general category.”. The West Bengal Higher Educational Institutions (The Reservation in Admissions) Act, 2013 enacted by Govt. of West Bengal has opened the opportunity for the students belonging to OBC-A and OBC-B (as determined and notified by Backward Classes Welfare Department, Govt. of West Bengal) for reservation of seats in higher education in the state. The communities listed by the Department of Backward Classes Welfare, Govt. of West Bengal as OBC-A and OBC-B would get the benefit of reservation.

7.3 FOR DIFFERENTLY ABLED (DA CATEGORY) CANDIDATES:

The candidates seeking admission under this category must produce a valid certificate issued by an appropriate authority not below the rank of Superintendent of Sub-Divisional Hospital. In the certificate, the mentioned extent of Physical Disability must not be less than 40%. APPLICANTS WHO HAVE SECURED LESS THAN 50% MARKS WILL BE DISQUALIFIED IF THEY FAIL TO QUALIFY FOR THE SEATS UNDER THIS CATEGORY.

7.4 FOR EWS CATEGORY CANDIDATES:

Reservation for EWS candidates for admission will be as per reservation rules vide Govt. Order No.: **339-Edn (CS)/OM-74L/2023 - dated. 26th May, 2023**, issued by Department of Higher Education, 6th Floor, Bikash Bhavan, Kolkata-91. Candidates claiming reservation against EWS Category (relevant certificate is required) quota of seats must submit the relevant EWS certificates issued in their favour by one of the authorities as per O.M. No. 325-PAR (AR)/3P-1/2019 dated 09.07.2019 of Personnel & Administrative Reforms, Govt. Of West Bengal and Memo No. 959-BCW/MR-52/2019 dated 18.05.2023 of Backward Classes Welfare Department, Govt. Of West Bengal.

7.5 FOR SPORTS (SP CATEGORY) CANDIDATES:

Sports quota will be available in Burdwan University Campus only for the candidates who have passed out from the University of Burdwan in graduation level. Candidates applying for admission against Sports (SP) Category of seats must have to submit certificates for their participation in National or Inter-University Sports and Athletic competitions (not earlier than Madhyamik level) and representing the University team in AIU Games as per AIU norms. If more than 01 (One) candidate applies under SP Category in any particular subject/program, then the applicant having higher marks in Grade Point (GP) will be selected under SP Category. The intake under SP Category will be guided by the resolution of the meeting of the Executive Council, held on 07.12.2021 (Item No. – 291 (AOM))

8. ANTI RAGGING INSTRUCTION

In compliance with the UGC, D.O. No 1-152029 (ARC) pt III, dated 24th May, 2023 and in pursuance to the Judgement of the Hon'ble Supreme Court of India, dated 08.05.2009 in Civil Appeal No 887/2009, attention of all the applicants and parents are drawn to the "Regulations on Curbing the Menace of ragging in Higher Educational Institutions, 2009" notified by the UGC. The Regulations are available on the UGC website (www.ugc.ac.in)

Ragging is completely banned in The University of Burdwan and its other centres of learning, and anyone found guilty of ragging and/or resorting to ragging in any form is liable to be appropriately punished as per law.

Please follow the instructions provided at the link below:

<https://www.antiragging.in/information.html>

Click the following link for mandatory undertaking of anti-ragging:

<https://www.antiragging.in/>

or

https://www.antiragging.in/affidavit_university_form.php

All applicants are compulsorily required to complete the undertaking by strictly following these instructions and mention the Anti Ragging Reference Number while filling up the application form for PG Admission-2023.

NATIONAL ANTI RAGGING HELPLINE:

18001805522 (24 x 7),

E-MAIL : helpline@antiragging.in

STATE LEVEL ANTI RAGGING HELPLINE: 18003455678 (24 x 7)

As per the directives of the Hon'ble Supreme Court of India, it is notified that if any incident of ragging comes to the notice of the authority, the concerned student shall be given liberty to explain and if his/her explanation is not found satisfactory, the authority would expel him/her from the institution.

Anti-Ragging Committee:

- i. Prof. Goutam Chandra, Hon'ble Vice Chancellor, B.U. Chairman
- ii. District Magistrate or his Representative, Purba Bardhaman
- iii. Superintendent of Police or his Representative, Purba Bardhaman
- iv. Mr. Sourav Maji, Sangbad Pratidin.Media Representative
- v. Dr. R. P. Banerjee, Director, EIILM, Kolkata.NGO Representative
- vi. Prof. Swati Mukhopadhyay, Dept. of Mathematics, B.U.
- vii. Prof. Khagendranath Chattopadhyay, Dept. of Education, B.U.
- viii. Prof. Sanjoy Poddar, Dept. of Zoology, B.U.
- ix. Prof. Tafajol Hossain, Dept. of Philosophy, B.U.
- x. Prof. Aparajita Dhar, Dept. of History, B.U.
- xi. Dr. Arijit Bhattacharyya, Dept. of Political Science, B.U.
- xii. Mr. Mrityunjy Malik, Ex-Serviceman, PWD, Ghourdhurchati, Sripally, Burdwan

- xiii. Sri Atmadeep De, Student, Department of Commerce, B.U.
- xiv. Smt. Arpita Dutta, Student, Department of Chemistry, B.U.
- xv. Shri Shyamaprasad Banerjee, Jr. Superintendent, B.U.
- xvi. Smt. Durga Ghosh, Assistant Librarian, Grade-I, B.U.
- xvii. Convener, Anti Ragging Squad, B.U.
- xviii. Sr. Secretary, F.C. for P.G. Studies in Science, B.U.
- xix. Sr. Secretary, F.C. for P.G. Studies in Arts, B.U.
- xx. Placement & Students Welfare Officer, B.U.
- xxi. Prof. Anupam Basu, Department of Zoology, B.U..... Convener

Anti-Ragging Squad:

- i) Dr. Indrani Chandra, Department of Biotechnology, B.U. -- 9433193779 -- ichandra_001@rediffmail.com
- ii) Dr. Moni Baskey (Sen), Department of Chemistry, B.U. -- 9432125697 -- moni.baskey@gmail.com
- iii) Dr. Namita Chakma, Department of Geography, B.U. -- 9475245227 --- namitachakma@gmail.com
- iv) Dr. Biswaranjan Mistri, Department of Geography, B.U. -- 9433310867 -- brmistri@gmail.com
- v) Dr. Asif Hossain, Department of Zoology, B.U. -- 7908428011
- vi) Dr. Prasanta Sarkar, Department of Philosophy, B.U. -- 9474174532 -- sarkarp32@gmail.com
- vii) Dr. Jogendranath Murmu, Department of Santali, B.U. -- 9647105582
- viii) Dr. Rakesh Mondal, Department of Law, B.U. -- 9477851121
- ix) Mr. Laltu Ruidas, Department of Sanskrit, B.U. -- 9476355029
- x) All the Hostel Superintendents, B.U.
- xi) Prof. Partha Mitra, Department of Physics, B.U. - Convener - 9434387201 -- mitrapartha1@rediffmail.com

9. FEE DETAILS:

<u>Sl. No.</u>	<u>PG Subject/Course</u>	<u>Admission Fees (Rs.)</u>
1	MBA	15930
2	MBA(HR)	15930
3	MBA(Tourism)	15930

PROGRAMME-SPECIFIC INFORMATION

MBA

The MBA programme was introduced in the year 1983 in the Department of Business Administration, The University of Burdwan. The Department has celebrated its silver jubilee in the year 2008. Several academic programmes were organized as part of the silver jubilee celebrations. The department bears a strong heritage in terms of number of years of existence. In fact, it has completed thirty-eight years in 2023. Burdwan University is a pioneer in offering MBA program amongst all universities in West Bengal. It was the second university department in the eastern part of the country offering the MBA programme with AICTE approval. The MBA programme was offered with dual specialization till 2014. Since 2014, the department has introduced the Choice Based Credit System (CBCS) with single specialization. Presently, the department offers four specializations in the areas of Marketing Management, Human Resource Management, Financial Management and Systems, Operations and Decision Sciences. The department has excellent placement records. Many of the alumni are holding senior managerial positions in renowned organizations. A number of alumni have served and have been serving different university departments and management institutes of repute. The department has produced more than 100 scholars who have been awarded Ph.D. degrees. The department has intake capacity of 30 at the entry point of the MBA programme. The department use to organize different programmes like workshops, seminars and conferences, lectures by corporate experts and placement consultants. The syllabus revision takes place at regular interval in the light of UGC guidelines in tune with the current trends and practices in business studies. While developing the curriculum and structure of syllabi, the department has taken cognizance and views of the experts from the universities from both within and outside the state. The curriculum has emphasized specially on industry visits by students and community engagement programmes to impart practical understanding of the students in the field of management. The department retains a strong group of faculties whose qualification, knowledge and skill are commendable. All the members of the faculty are holding Ph.D. degree and the teaching and research experience of them spans from 8 years to 30 years. The faculty members of the department have been regularly acting as resource persons in refresher courses, orientation programmes, various workshops on research methodology, IQAC, ODL etc., training programmes and other similar types of programmes organised from time to time. Besides, teachers on regular basis publish research articles in national and international journals and edited books. Teachers have also publications in books from national and international publishing companies. Moreover, they have experiences in handling research projects and consultancy works. They act as experts in various universities and are invited to Board of Research studies, moderation boards, Syllabus Restructuring committee etc. as external experts.

PROGRAMME ADMINISTRATION AND STRUCTURE: MBA

The Master of Business Administration (MBA) is a two-year full-time programme offered by the Department of Business Administration, The University of Burdwan. This programme was introduced by the University with the approval of the University Grants Commission (UGC) long back in the year 1983. Necessary technical approval for the programme has been obtained by the University from All India Council for Technical Education (AICTE) from time to time. The Programme is designed to turn out a cadre of future managers thoroughly conversant with general principles of management along with tools and techniques pertinent thereto. The programme is also aimed to churn out future managers with specializations in the areas of Marketing, Finance, Human Resource Management and Systems, Operations & Decision Sciences.

The courses for the MBA programme are offered in the following areas:

Area – 1: Foundations of Management

Area – 2: Organisational Behaviour

Area – 3: Strategic Management

Area – 4: Marketing Management

Area – 5: Financial Management

Area – 6: Human Resource Management

Area – 7: Systems, Operations & Decision Sciences

Area – 8: Emerging Areas

There shall be two types of courses viz. Core Courses and Elective Courses. A student is compulsorily required to take the core courses as part of the requirements of the MBA programme. Elective courses can be chosen from a pool of courses offered by the parent department or other departments. Students should choose the electives from the courses which facilitate improved understanding of the subject or provide exposure to other disciplines/subjects. Elective courses offered by the parent department would be considered as *Departmental Electives* or *Major Electives*. Elective courses offered by other departments/disciplines would be referred to as *Non-Departmental Electives* or *Minor Electives*. Students from other departments can choose the non-departmental/minor electives from the options available in this curriculum. A course code has been denoted with an alpha-numeric symbol signifying the programme name, semester, area and the serial number of the course under the particular semester in sequential order. Core courses, major elective courses and minor elective courses have been prefixed with the alphabets MBA, MBAE and MBAME respectively before the numeric digits in the course code.

In order to successfully complete the MBA programme, as per the AICTE guideline, a student is required to obtain 102 credits from the different areas along with two compulsory special courses viz. (i) Summer Internship Project (SIP) and (ii) Comprehensive Report (CR). Each of the courses in the identified areas carries 3 credits. Summer Internship Project (SIP) and Comprehensive Report (CR) carry 3 credits each. The credit distribution for the programme is as follows:

1. **54 credits** from 18 core courses @ 3 credits per course (excluding Summer Internship Project and Comprehensive Report).
2. **40 credits** from different elective courses as follows:
 - **27 credits** from 9 elective courses exclusively from one of the four specialization areas viz. (A) **Marketing Management**, (B) **Financial Management**, (C) **Human Resource Management**, (D) **Systems, Operations & Decision Sciences**.
 - **9 credits** from 3 elective courses from:
 - (i) areas excluding four specialization areas, and (ii) emerging areas.
 - **4 credits** from Inter-disciplinary elective course offered by other departments/course through SWAYAM platform following the provisions and stipulations of the University regulations.
3. **6 credits** from **Summer Internship Project** (3 credits) and **Comprehensive Report** (3 credits).

4. **2 credits** shall have to be earned from ***Community Engagement Course***.

The other details relating to the programme based on Choice Based Credit System (CBCS) are as follows:

- Theoretical courses of 3 and 4 credits involve 30 and 40 lecture hours respectively including tutorials.
- Each course, excepting (a) Comprehensive Report, (b) Community Engagement Course and (c) Minor Elective course, carries 100 marks of which 20 % will be reserved for internal assessment for all theoretical courses and the remaining 80 % will be for written examination. Internal Assessment will be conducted during the semester on the basis of attendance (25%) and assignment/class test/viva/term paper/presentation, etc. (75%). The marks distribution for inter-departmental elective course and community engagement course would be 50 marks (80% will be for written and 20% will be reserved for internal assessment) and 20 marks (Report writing: 10 marks & Presentation and Viva-voce: 10 marks) respectively, unless otherwise specified in the relevant regulation of the university.
- The elective courses to be offered to the students will be decided every semester by the Departmental Committee.
- Emphasis will be given on case study-based teaching in the relevant courses of the programme.
- All the students will have to undergo Summer Internship Project (SIP) of 4 to 6 weeks duration with an industrial/business/service/social organization by taking up a project study. The SIP report will carry 80 marks and the viva voce to be conducted on the SIP will carry 20 marks. The report will have to be submitted as per the notification of the department/university.
- Course MBA 4103 (Comprehensive Report) will be segregated into three components:
(A) Final Project Study – 100 marks (Project Report-80 Marks, Project Viva-20 Marks),
(B) Grand Viva – 50 marks, and
(C) Industry Visit – 50 marks (Industry Visit Report – 40 marks, Viva voce – 10 marks).
- A student has to take up the Final Project Study in his/her area of specialisation. Field Study will be based on Industry visit(s) to be organised by the Department during the programme. In case, a student cannot participate in the Industry Visit due to medical or any other emergency reason(s), he/she will have to undergo Field Work/Field Survey or any other alternative assignment(s), as may be decided by the Departmental Committee, considering the nature and gravity of the situation.
- ***Community Engagement Course*** (MBA 4104) – Community engagement activities will be based on components like visit to villages and identification of socio-economic issues on rural livelihood, serving the interests of informal workers, career counseling for the students of the excluded group, participation in literacy camps and other types of activities as specified and approved by the department.
- A single report comprising three separate sections on (i) Final Project, (ii) Industry Visit and (iii) Community Engagement will have to be submitted within the deadline set by the Department/University.
- The list of electives to be offered in a particular semester would be decided by the Departmental Committee.
- Students from other departments can opt for the inter-disciplinary elective courses from the different areas by obtaining necessary permission from their concerned departments.
- The Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) shall be calculated as per extant university regulations.
- Issues relating to admission, attendance, examination, programme administration, etc. will be governed by the relevant policies, rules and regulations of the University.

AREA-WISE DISTRIBUTION OF COURSES FOR MBA PROGRAMME

AREA	CORE COURSES		ELECTIVE COURSES	
	CODE	NAME	CODE	NAME
Area-1: Foundations of Management	MBA-1101	Management Process & Organisation Theory (MPOT)	MBAE-1108	Indian Ethos and Business Ethics (IEBE)
	MBA-1102	Managerial Economics (ME)	MBAME-3108	Management Principles and Practices (MPP) (Minor Elective)
	MBA-2101	Research Methodology (RM)		
	MBA 2102	Business Environment and Legislation (BEL)		
	MBA-2103	Managerial Communication and Skill Development (MCSDD)		
	MBA-3105	Summer Internship Project (SIP)		
	MBA-4103	Comprehensive Report (CR)		
	MBA-4104	Community Engagement Course		
Area-2: Organisational Behaviour	MBA-1203	Organisational Behaviour (OB)	MBAE-1210	Corporate Success Behaviour (CSB)
			MBAE-2206	Organisational Change and Development (OCD)
			MBAE-2207	Leadership (LDP)
			MBAE-3206	Team Dynamics at Work (TDW)
			MBAME-3209	Group and Team Effectiveness (GTE) (Minor Elective)
Area-3: Strategic Management	MBA-3301	Introductory Strategic Management (ISM)	MBAE-1311	Corporate Governance (CG)
	MBA-4301	Entrepreneurship Development (ED)	MBAE-2308	Corporate Social Responsibility and Sustainability (CSRS)
	MBA-4302	International Business (IB)	MBAE-3307	Knowledge Management and Business Excellence (KMBE)
Area-4: Marketing Management	MBA-1405	Fundamentals of Marketing Management (FMM)	MBAE-2409	Consumer Behaviour (CB)
			MBAE-2410	Sales and Distribution Management (SDM)
			MBAE-2411	Rural Marketing Management (RMM)
			MBAE-2412	Industrial Marketing (INDM)
			MBAE-2413	Public Relations and Marketing (PRM)
			MBAE-3410	Integrated Marketing Communication (IMC)
			MBAE-3411	Voluntary Sector Marketing (VSM)
			MBAE-3412	Service Marketing (SVM)
			MBAE-3413	Strategic Marketing Management (SMM)
			MBAE-3414	Global Marketing Management (GMM)
			MBAE-4409	Retail Marketing (RTM)
			MBAE-4410	Brand Management (BM)
			MBAE-4411	Tourism Marketing (TM)
			MBAE-4412	Advertising and Sales Promotion Management (ASPM)
MBAE-4413	Small Business Marketing (SBM)			

AREA	CORE COURSES		ELECTIVE COURSES	
	CODE	NAME	CODE	NAME
AREA-5: Financial Management		Accounting for Managers (AFM)	MBAE-2509	Corporate Financial Reporting and Analysis (CFRA)
	MBA-3502	Corporate Finance (CF)	MBAE-2510	Security Analysis and Portfolio Management (SAPM)
			MBAE-2511	Project Finance and Management (PFM)
			MBAE-2512	Strategic Cost Management (SCM)
			MBAE-2513	Working Capital Management (WCM)
			MBAE-3510	Corporate Taxation (CT)
			MBAE-3511	Behavioural Finance (BF)
			MBAE-3512	Financial Econometrics (FE)
			MBAE-3513	Financial Derivatives (FD)
			MBAE-3514	Financial Markets (FM)
			MBAE-4509	Management of Financial Services (MFS)
			MBAE-4510	Management Accounting for Business Decisions (MABD)
			MBAE-4511	Merger, Acquisition and Corporate Restructuring (MACR)
			MBAE-4512	Entrepreneurial Finance and Valuation (EFV)
			MBAE-4513	Multinational Finance (MF)
AREA	CODE	NAME	CODE	NAME
AREA-6: Human Resource Management	MBA-1606	Fundamentals of Human Resource Management (FHRM)	MBAE-2609	Human Resource Planning and Development (HRPD)
			MBAE-2610	Compensation and Benefits Management (CBM)
			MBAE-2611	Training and Development (T&D)
			MBAE-2612	Counselling Skills for Managers (CSM)
			MBAE-2613	Understanding Self: Indian Perspective (USIP)
			MBAE-3610	Performance Management (PM)
			MBAE-3611	Labour Legislation (LL)
			MBAE-3612	Employment Relations (ER)
			MBAE-3613	HRD: Strategies and Systems (HRDSS)
			MBAE-3614	Human Resource Information System (HRIS)
			MBAE-4609	Strategic Human Resource Management (SHRM)
			MBAE-4610	Human Capital Management (HCM)
			MBAE-4611	Contemporary Interventions in Human Resource Management (CIHRM)
			MBAE-4612	Global Human Resource Management (GHRM)
			MBAE-4613	Employer Branding (EB)

AREA	CORE COURSES		ELECTIVE COURSES	
	CODE	NAME	CODE	NAME
Area-7: Systems, Operations & Decision Sciences	MBA-1707	Fundamentals of Production and Operations Management (FPOM)	MBAE-2709	Logistics and Supply Chain Management (LSCM)
	MBA-2704	Fundamentals of Computer Applications and Management Information System (FCAMIS)	MBAE-2710	Purchasing and Materials Management (PMM)
	MBA-2705	Quantitative Techniques in Management (QTM)	MBAE-2711	Production Planning and Control (PPC)
	MBA-3703	Operations Research (OR)	MBAE-2712	Business Process Reengineering (BPR)
	MBA-3704	Business Analytics (BA)	MBAE-2713	Managing E-Business (MEB)
			MBAE-3710	Decision Support System (DSS)
			MBAE-3711	Internet of Things (IoT)
			MBAE-3712	Systems Analysis and Design (SAD)
			MBAE-3713	Project Management (PROM)
			MBAE-3714	World Class Manufacturing (WCMFG)
			MBAE-4709	Advanced Operations Research (AOR)
			MBAE-4710	Total Quality Management (TQM)
			MBAE-4711	Database Management System (DBMS)
			MBAE-4712	Decision Models and Optimization (DMO)
		MBAE-4713	Smart Manufacturing (SMFG)	
Area-8: Emerging Areas			MBAE-4804	Tourism and Hospitality Management (THM)
			MBAE-4805	Health Care Management (HCM)
			MBAE-4806	Agri Business Management (ABM)
			MBAE-4807	Innovation Management (IM)
			MBAE-4808	Management of Rural Business (MRB)
<i>*Inter-disciplinary Elective course(s) will be offered to the students of allied/other departments.</i>				

MBA(HR)

The Department of Business Administration (Human Resource) is one of the budding departments of The University of Burdwan. In 1979, a one-year, full-time, post-graduate Diploma Course in Industrial Relations and Personnel Management was introduced with financial assistance from the University Grants Commission (UGC). This course has, with the approval of the UGC, been upgraded to a two-year, full-time, post-graduate programme in Human Resource Management leading to the MBA (HR) Degree in the year 2000. This programme has also been approved by the All-India Council for Technical Education (AICTE). The MBA(HR) programme was earlier part of the Department of Commerce and subsequently a new department has been formed in the year 2008. Since then, the programme is administered by the Department of Business Administration (Human Resource). The MBA (HR) programme is itself an interdisciplinary programme.

The department has a dedicated group of faculty members having expertise in different areas of human resources and general management. The faculty members are engaged with research, consultancy etc. The faculty members are also involved with teaching assignments in other departments of this university as well other universities and institutions as guest lecturers. Although the department is small, it is an active and engaged department. Faculty members are associated with various bodies of the university like Internal Quality Assurance Cell, Industry Institute Partnership Cell, Centre for Innovation, Entrepreneurship and Skill Development etc. The faculty members are also members of various professional bodies like International Industrial Relations Association, Indian Accounting Association, National Institute of Personnel Management, Bengal Economic Association, etc.

The specific objective of the MBA(HR) programme is to turn out a cadre of HR professionals with the requisite insight and expertise to manage human resources of an organisation as assets and ensure their best contribution to the achievement of organisational goals. In line with this objective, the course curriculum is regularly revised and updated in order to cater to the needs of the society in general and the industry in particular. The course curriculum has been revised and updated by the department in the light of the choice-based credit system (CBCS) framework.

PROGRAMME ADMINISTRATION AND STRUCTURE: MBA(HR) PROGRAMME

The Master of Business Administration (Human Resource) i.e. MBA (HR) programme is a full-time, post graduate programme in Human Resource Management offered by the Department of Business Administration (Human Resource), The University of Burdwan. The programme is designed to enable students to comprehend the wide range of contemporary concepts, techniques and practices in the field of human resource management and understand the underpinning imperatives that influence the field.

The basic objective of (MBAHR)programme is to turn out a repertoire of budding executives thoroughly conversant with the general principles of management along with the tools and techniques pertinent thereto and have specialized in-depth knowledge and expertise in management of human resources of an organisation.

The courses for the MBA (HR) programme are offered in the following areas:

- 1. Foundations of Management**
- 2. Human Resource Management**
- 3. Organisational Behaviour**
- 4. Strategic Management**
- 5. Marketing Management**
- 6. Accounting & Finance**
- 7. Systems, Operations & Decision Sciences**
- 8. Emerging Areas**

There shall be two types of courses viz. Core Courses and Elective Courses. A student is compulsorily required to take the core courses as part of the core requirement of the MBA (HR) programme. Elective courses can be chosen from a pool of courses offered by the parent department or other departments. Students can choose the electives from the courses which facilitate improved understanding of the subject or provide exposure to other disciplines/subjects. An elective course offered by the parent department would be considered as Major Elective/Discipline Centric Elective. An Elective course offered by other departments/disciplines would be referred to as Generic Elective/Interdisciplinary Elective. Students from other departments can choose the Generic Elective/Interdisciplinary Elective course(s) from the options available in the curriculum. A course code has been denoted with an alpha-numeric symbol signifying the programme name, semester, area and the serial no. of the course under the particular semester. Major Elective/Discipline Centric Elective courses and Generic Elective/Interdisciplinary Elective courses have been prefixed with the letters E and ME respectively before the numeric digits in the course code.

AREA-WISE DISTRIBUTION OF COURSES OF MBA(HR) PROGRAMME

AREA	CORE COURSES		ELECTIVES	
	COURSE CODE	CORE COURSE	COURSE CODE	ELECTIVE COURSE
1. Foundations of Management	MBAHR1101	Management Process and Organisation Theory (MPOT)	MBAHRE1109	Indian Ethos and Business Ethics (IEBE)
	MBAHR1102	Managerial Economics (ME)	MBAHRE1110	Indian Economy and Policy (IEP)
			MBAHRE1111	Development Economics (DE)
	MBAHR2101	Research Methodology (RM)	MBAHRE1112	Business Laws (BL)
	MBAHR2103	Managerial Communication and Skill Development (MCSD)	MBAHRE 2113	Business Environment (BE)
2. Human Resource Management	MBAHR1206	Fundamentals of Human Resource Management (FHRM)	MBAHRE2208	Managerial Counselling and Negotiation Skills (MCNS)
	MBAHR2202	Human Resource Planning and Development (HRPD)	MBAHRE2209	Trade Unionism and Collective Bargaining (TUCB)
	MBAHR2204	Compensation & Benefits Management (CBM)	MBAHRE2210	Understanding Self: Indian Perspective (USIP)
	MBAHR2205	Training and Development (T&D)	MBAHRE3205	Economics of Human Resources (EHR)
	MBAHR3202	Performance Management and Competency Mapping (PMCM)	MBAHRE3206	Human Resource Management in Service Sector (HRMSS)
	MBAHR3203	Fundamentals of Industrial Relations (FIR)	MBAHRE3207	Stress Management and Employee Well-being (SMEW)
	MBAHR3204	Labour Laws-I (LL-I)	MBAHRE3208	Employee Empowerment and Engagement (EEE)
	MBAHR4201	Labour Laws-II (LL-II)	MBAHRME3220	Human Resource Development (HRD) <i>(Generic Elective/ Interdisciplinary Electivecourse)*</i>
	MBAHR4202	Strategic Human Resource Management (SHRM)	MBAHRE4205	International Human Resource Management (IHRM)

	MBAHR2206	Summer Internship Project (SIP)	MBAHRE4206	Human Capital Management and HR Audit (HCM&HRA)
	MBAHR4203	Dissertation and Field Work (D&FW)	MBAHRE4207	Contemporary Employment Relations (CER)
	MBAHR4204	Community Engagement (CE)	MBAHRE4208	Human Resource Information System (HRIS)
			MBAHRE4213	Cross Cultural and Diversity Management (CCDM)
			MBAHRE4214	HR Analytics (HRA)
			MBAHRE4215	International Labour Organisation and International Labour Laws (ILO&ILL)
3. Organisational Behaviour	MBAHR1303	Organisational Behaviour (OB)	MBAHRE 2311	Organisational Change and Development (OCD)
			MBAHRE3309	Team Dynamics at Work (TDW)
			MBAHRE3310	Leadership (LSP)
			MBAHRE3311	Ergonomics (ERG)
4. Strategic Management	MBAHR3401	Introductory Strategic Management (ISM)	MBAHRE1408	Corporate Governance (CG)
			MBAHRE2407	Corporate Social Responsibility and Sustainability (CSRS)
			MBAHRE3413	Corporate Creativity and Strategic Innovation (CCSI)
			MBAHRME3419	Industrial Organisation and Competitive Strategies (IOCS) <i>[Generic Elective/ Interdisciplinary Electivecourse*]</i>
			MBAHRE4409	Entrepreneurship Development (ED)
			MBAHRE4410	Knowledge Management and Business Excellence (KMBE)
			MBAHRE4411	Innovation Management (IM)

			MBAHRE4416	Strategic Management of Non-Profit Organisations (SMNPO)
5. Marketing Management	MBAHR1504	Fundamentals of Marketing Management (FMM)	MBAHRE4517	Employer Branding (EB)
6. Accounting & Finance	MBAHR1605	Basic Accounting and Finance (BAF)	MBAHRE2614	Corporate Finance (CF)
			MBAHRE2615	Financial Statement Analysis (FSA)
			MBAHRE2616	Corporate Reporting (CR)
			MBAHRE3617	Financial Institutions and Markets (FIM)
			MBAHRE3618	Business Valuation (BV)
7. Systems, Operations & Decision Sciences	MBAHR1707	Fundamentals of Production and Operations Management (FPOM)	MBAHRE2712	Quantitative Techniques for Human Resource Management (QTHRM)
			MBAHRE3712	Management Information System (MIS)
			MBAHRE4712	Total Quality Management (TQM)
8. Emerging Areas			MBAHRE3814	Infrastructure Management (IM)
			MBAHRE3815	Health Care Management (HM)
			MBAHRE3816	Social Enterprise Management (SEM)
			MBAHRE4818	Management of Rural Business (MRB)
			MBAHRE4819	Sports Management (SM)
			MBAHRE4820	Educational Institutions Management (EIM)
<i>*Generic Elective/ Interdisciplinary Elective course(s) will be offered to the students of allied/other departments.</i>				

In order to complete the MBA (HR) programme, a student is required to obtain **102 credits**. Each of the courses in the identified areas carries 3 credits (excluding Generic Elective/Interdisciplinary Elective course offered by other departments/SWAYAM platform, Summer Internship Project, Dissertation and Field Work and Community Engagement). The credit distribution for the programme is as follows:

- **54 credits from 18 core courses** (excluding Summer Internship Project and Dissertation and Field Work)
- **6 credits** from Summer Internship Project (3 credits) and Dissertation and Field Work (3 credit)
- **2credits** shall have to be earned from a Community Engagement Course.
- **40 credits from elective courses as follows:**
 - **24 credits** from 8 elective courses in the Human Resource Management Area.
 - **12 credits** from 4 elective courses from the areas excluding Human Resource Management Area.
 - **4 credits** from one Generic Elective/Interdisciplinary Elective course offered by other departments/ a course through SWAYAM platform subject to the provisions and stipulations of the extant UNIVERSITY REGULATION RELATING TO ALL POST GRADUATE PROGRAMME OF STUDIES AND EXAMINATIONS.

The other details relating to the programme based on Choice Based Credit system are as follows:

- Theoretical courses of 3 and 4 credits would, in general, entail 30 and 40 lecture hours respectively including tutorials.
- A semester-assessment shall be divided into 2 discrete components, identified as E1 and E2. E1 stands for the Internal Assessment and E2 stands for the Semester-end Examination. The first component (E1) of assessment will comprise 20% of the total marks in each course of the semester. This will be based on attendance, class test, assignment, seminar etc. Each course carries 100 marks (excluding Generic Elective/Interdisciplinary Elective course and Community Engagement course) of which 20% will be reserved for internal assessment (E1) and the remaining 80% will be for written examination/evaluation.
- The marks distribution for Generic Elective/Interdisciplinary Elective course and Community Engagement course would be 50 marks (40 marks for written exam and 10 marks will be reserved for internal assessment) and 25 marks (Report: 20 marks & 5 marks for internal assessment) respectively, unless otherwise specified in the relevant regulation of the university.
- Emphasis will be given on case study-based teaching in the relevant courses of the programme.
- For Summer Internship Project (MBAHR2206), students will be required to undergo summer training of 4-6 weeks' duration in an industrial, business or service organisation by taking up a project study. The report will have to be submitted as per the notification of the department/university.
- Course MBAHR4203 Dissertation and Field Work, will be segregated into two components: Dissertation and Field Work. Dissertation will be based on Contemporary Issues in Human Resource Management. Field Work will be based on industry visit(s) to be organised by the

department/ a study signifying macro level Human Resource Development. The choice of Dissertation and Field Work and the components thereof will be decided by the Department/PGBS.

- In semester IV, each student shall have to compulsorily undergo a Community Engagement Course (MBAHR4204) subject to the approval of the Department/PGBS. Community Engagement activities will be based on components like involvement in activities aimed at the excluded class/deprived children, identification of socio-economic issues on rural livelihood/rural society, understanding rural institutions, participation in rural development programmes, serving the interests of informal workers, activities aimed at environment protection, career counseling for the students of the excluded group, participation in literacy camps and other types of activities as specified and approved by the department.
- A single report comprising three separate sections on Dissertation, Field Work and Community Engagement Course will have to be submitted within the deadline set by the department/university. Unless otherwise specified, MBAHR2206, MBAHR4203 and MBAHR4204 will ordinarily be considered as Practical courses.
- The list of electives to be offered in a particular semester would be decided by the department.
- Students from other departments can opt for the Generic Elective/Interdisciplinary Elective course(s)courses from the different areas by obtaining necessary permission from their concerned departments.
- The Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) shall be calculated as per extant university regulations.
- Issues relating to admission, attendance, examination, programme administration, etc. will be governed by the relevant policies, rules and regulations of the university.

MBA(Tourism)

The two-year full time Master Degree in Tourism management was introduced as Master of Tourism Administration (MTA) programme in 2000. Later the name of the programme was changed to MBA (Tourism) programme in line with the UGC prescription. This course is only of its kind in the entire eastern India. The MBA (Tourism) programme like the other programmes of the centre is run directly under UGC and is also affiliated to the AICTE. The course curriculum of the MBA(Tourism) programme comprise the multiple facets of tourism management like Tourism Concepts, Travel Agency Tour Operation, Air Fares & Ticketing, Air Cargo Operations and Management, Cultural heritage of India, Tourism Geography, Information technology for Tourism etc. It also contains various core management papers like Marketing, Financial Management, Human Resource Management, etc. The course is divided into four semesters of six-months each. The course also contains one Field Study Trip and On-The-Job training. The field-study-trip is conducted to different parts of India, so that the students gain firsthand experience about the actual scenario of different states of India. Different seminars and conferences are also arranged by the department. Besides, the department invites eminent personalities from the industry and academics, both from India and abroad. Effective assistance is provided to the students regarding their training and placement. Tourism being the most highly flourishing industry, creates the opportunity for the students for getting a highly satisfactory job. The department, besides being associated to the Indian Association for Tour Operators (IATO), is also trying to tie knots with organisations like Amadeus, Galileo, Air India, etc. for providing technical training to the students for generating more skillful workforce for the future tourism industry.

A wide range of placement opportunity lies with the tourism industry at the present date. It generates huge dynamic opportunity for employment. different star category hotels, resorts, airline companies, cruise companies, cargo companies, foreign exchange centers, tourism development boards of different states and countries etc. are few of the various potential fields where tourism students may be placed. Tourism being the major part of the hospitality industry, specialized students are also preferred in banking sector, insurance companies, in many leading hospitals, i.e. mainly in customer service or public relations departments.

PROGRAMME ADMINISTRATION AND STRUCTURE: MBA(TOURISM) PROGRAMME

The Programme of study for the MBA (Tourism) shall normally extend over a period of two academic years, each academic year comprising of two semesters, and each semester comprising of sixteen weekof class work. No student shall normally be permitted to obtain Degree earlier than four semesters.

Medium of Instruction:

The medium of instruction shall be English for all subjects.

Credit details:

a. There shall be three categories of Papers viz., Compulsory Papers, Specialization Papers, and Open Elective Papers.

b. Dual Specialisation will be offered to the students out of “Tour Packaging & Operation Management”, “Event Management”, “Hotel Management”. The combinations of Dual specializations to be offered to the students will be decided every year by the Departmental Committee after making a tradeoff between Market Demand & class load of the faculty. In each specialization a student will have to undertake a total of 3 papers under dual specialization, two papers in 3rd and one paper in 4th semester.

c. Department will offer Open Elective Papers in 2nd and 3rd semester to the students. Students are required to undertake one paper each in both 2nd and 3rd semester. The open elective paper to be offered to the students will be decided every year by the Departmental Committee.

d. The students shall compulsorily undertake the Practical Tourism during the 2nd semester classes (the exact period of the commencement of practical tourism will be announced by the department every year). The project report in 4th Semester will lead to a dissertation on the basis of 6 weeks training undertaken in a Travel & Tourism organization.

e. Total credits of MBA (Tourism) Programme is 100

MBA (TOURISM) CREDIT DISTRIBUTION

Category	Minimum Credit to be covered				Total Credit to be earned
	Semester I	Semester II	Semester III	Semester IV	
CORE PAPERS	28	20	08	08	64
SPECIALIZATION PAPERS	--	--	16	08	24
OPEN ELECTIVE PAPER	--	02	02	--	04
PROJECT REPORT	--	04	--	04	08
TOTAL	28	26	26	20	100

Evaluation:

a. Each paper would have two components- the first being Internal Assessment Marks and the second being the Semester End Examination Marks. The Internal Assessment marks are based on continuous internal assessment. The total marks for the Internal Assessment would be based on the total credit awarded to the paper. Out of the total marks of 100 (4 Credit) for such a course, 20 marks shall be earmarked for continuous Internal Assessment and remaining 80 marks for the semester end examination. However, in case of project-based papers, the distribution of marks will be 80 marks for Project Report and 20 marks for viva-voce. MBT303 (Computerized Reservation System) paper has computer-based laboratory work content and hence the students would be evaluated on their progress during the course by the internal faculty member and there will not be separate end semester examinations.

FIRST SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 101	Management Process & Organizational Behaviour	20	80	100	4	4
MBT- 102	Tourism Economics	20	80	100	4	4
MBT- 103	Tourism Concept & Impacts	20	80	100	4	4
MBT- 104	Indian History Art, Culture & Architecture	20	80	100	4	4
MBT- 105	Geography and International Tourism	20	80	100	4	4
MBT- 106	Transport in Travel & Tourism	20	80	100	4	4
MBT- 107	Communication Skill Development	10	40	50	2	2
MBT- 108	Tourism Resources of West Bengal	10	40	50	2	2

SECOND SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 201	Tourism Products of India	20	80	100	4	4
MBT- 202	Travel Agency & Tour Operations Management	20	80	100	4	4
MBT- 203	Tourism Marketing	20	80	100	4	4
MBT- 204	Information Technology & Tourism	20	80	100	4	4
MBT- 205	Managerial Communication Skill Development	10	40	50	2	2
MBT- 206	Hotel Management	10	40	50	2	2

PROJECT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 207	PRACTICAL TOURISM	20	80	100	4	4

OPEN ELECTIVE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 208	Adventure Tourism	10	40	50	2	2
MBT- 209	Tourism Entrepreneurship	10	40	50	2	2

THIRD SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 301	Air Fares & Ticketing	20	80	100	4	4
MBT - 302	Sustainable & Eco Tourism	20	80	100	4	4

OPEN ELECTIVE PAPERS

PaperCode	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 303	Computerized Reservation System	10	40	50	2	2
MBT- 304	Tour Guiding and Visitor Interpretation	10	40	50	2	2

SPECIALIZATION

Tour Packaging & Operation Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour perWeek	Credit
MBT-3101	INTRODUCTIONTO TOUR PACKAGE OPERATION	20	80	100	4	4
MBT-3102	PLANNING FORTOUR PACKAGING	20	80	100	4	4

EVENT MANAGEMENT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-3201	UNDERSTANDING EVENT	20	80	100	4	4
MBT-3202	MANAGING EVENT	20	80	100	4	4

HOTEL MANAGEMENT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-3301	FRONT OFFICE & HOUSE KEEPINGMAN AGEMENT	20	80	100	4	4
MBT-3302	HOTEL OPERATION	20	80	100	4	4

FOURTH SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 401	Tourism Policy, Planning & Development	20	80	100	4	4
MBT - 402	Research Methodology	20	80	100	4	4

PROJECT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 403	Project report & Grand Viva	20	80	100	4	4

SPECIALIZATION

Tour Packaging & Operation Management

PaperCode	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour perWeek	Credit
MBT-4101	MANAGING TOUR PACKAGE OPERATION	20	80	100	4	4

EVENT MANAGEMENT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-4201	DESTINATION MARKETING	20	80	100	4	4

HOTEL MANAGEMENT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-4301	RESORT PLANNING & DEVELOPMENT	20	80	100	4	4

Dr. S.

Secretary (Additional Charge)
Faculty Council (Arts, Commerce, Law, Music etc.)
The University of Burdwan