School of Digital Humanities and Liberal Arts (SoDiHLA)

MBA Curriculum 2024

Master of Business Administration (MBA)

2024 Admission

Program Summary

The Master's program in Business Administration, which is the world's flagship management qualification that creates professionals who become business leaders, has never seemed more relevant than now as technology creates ever new possibilities in business, innovation, and entrepreneurship. The 2-year, campus-based MBA program of Digital University Kerala (DUK) will draw on the institution's two decades of experience in digital technologies and management. On-campus immersive experience and peer learning are the most vital aspects of an MBA program, augmented by online components, not only for their richness and diversity but also for equipping students with the digital platform skills necessary for success in the digital era. Building on a strong foundational substrate of management concepts, the DUK's MBA program will offer a range of electives in functional areas as well as in application domains like business analytics, digital governance, technology management, information security management, and digital transformation. The program will emphasise the development of cognitive capacities for systems thinking, creativity, empathy, leadership, cultural agility, emotional intelligence, dynamic decision making, and the ability to drive transformation.

Program Educational Objectives (PEOs):

The educational objectives of the MBA program at DUK will be:

PEO1: To nurture socially responsible, globally competent talent capable of developing innovative and sustainable solutions for the digital world.

PEO2: To enable graduates to pursue higher education, research, professional certifications, and independent lifelong learning in areas related to management

PEO3: To enable graduates to solve complex business and societal problems, in advisory and executive capacities, through collaboration, communication, critical thinking, and creativity

Program Specific Outcomes (PSOs):

MBA Program will be able:

PSO1: To inculcate the practice of sustainability, social inclusion, and ethical application of technology-based solutions.

PSO2: To impart multidisciplinary knowledge through simulated problems, case analysis, community studies, and internships.

PSO3: To develop a mindset for change and enabling the students to leverage the power of digital technologies

Program Outcomes (POs):

The graduates of the MBA program will be able to:

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-driven decision making

PO3: Develop Value-based leadership capability

PO4: Analyse and address global economic, legal, and ethical aspects of business

PO5: Provide leadership in the achievement of organisational goals, contributing effectively to a team environment

Program Structure

The credit distribution for MBA Program is as follows

Programme courses (45 credits)			University courses (15 credits)		Final year Projects (20 credits)	Additional credits
Programme Core	**Programme electives**	**Open electives**	**University Core**	**University Electives**	**Capstone Project/ Thesis**	**Program courses/ Projects**
			DACE	Holistic Development		
18 credits (Mandatory credits)	15 credits (Mandatory credits)	12 credits (Mandatory credits)	6 credits (Mandatory credits)	9 credits (Mandatory credits)	20 credits (Mandatory credits)	10 credits (Optional credits)

All courses are required to be at the 400 and 500 levels distributed as follows:

Curricular Components	Two-Year PG Programme (Generic and Professional) Course level and Minimum Credits				
	Course Level	**Course credits**	**Type of Courses**	**Internship / Capstone Project/ Thesis**	**Total Credits**
1st Year (S1 and S2)	400	24	Course type and credits ------------------------------- Program Core (6) – 18 Program Elect (2) – 6 ------------------------------- Total 24 University Courses- 10	--	40

				(DACE and HD) Open Electives (2) - 6 ------------------------------ Total 16		
2nd Year **(S3 and S4)**	**Coursework & Project/Thesis**	500	20	University Courses- 5 (HD) Program Elective (3) - 9 Open Electives (2) - 6 ————————————— Total 20	20	40

The definition of credit is calculated based on the classroom or contact hours. 1 credit in a course is defined as 15 hours of interaction between student and instructor OR it is considered equivalent to 30 hours of classroom or laboratory or field activity.

List of Program Core (PC) Courses

No.	Subject Name	Credits	Level
1	Organisational Behaviour	3	400
2	Accounting for Managers	3	400
3	Marketing Management	3	400
4	Operations Management	3	400
5	Managerial Economics	3	400
6	Human Resource Management	3	400

List of Program Elective (PE) and Open Elective (OE) Courses

Sl Nos			Credit	PE	OE	Level
Business Analytics						
1		Data Modelling for Business Analytics (KPMG)	3	✔		**500**
2		Business Analytics for Decision making (KPMG)	3	✔		**500**
3		Advanced Business Analytics (KPMG)	3	✔		**500**

4		Business Data Analysis	3	✔		**400**
5		Decision Analysis	3	✔		**400**
General Management						
6		Entrepreneurship	3	✔	✔	**500**
7		Soft Skills and Communication	3	✔	✔	**500**
8		Strategic Leadership	3	✔	✔	**500**
9		Governance, Risk and Compliance	3	✔	✔	**500**
10		Legal environment of Business	3	✔		**400**
11		Professional Ethics and Values	3	✔	✔	**500**
12		Lifelong Learning and Critical Thinking	3	✔	✔	**500**
13		Strategic Management	3	✔		**400**
Human Resources						
14		Performance Analytics and Workforce Development	3	✔		**400**
15		Future-ready skills and competency development	3	✔	✔	**500**
16		HR Analytics	3	✔		**400**
17		Strategic HRM	3	✔	✔	**500**
18		Transformational Leadership and Change Management	3	✔	✔	**500**
19		Strategic Management	3	✔		**400**
Operations						
20		Supply Chain and Logistics Management	3	✔		**400**
21		Project Management	3	✔	✔	**500**
22		Technology Change Management	3	✔		**500**
23		Sustainable Business Process Reengineering	3	✔		**500**
24		Technology, Innovation and New product management	3	✔		**500**

25		IR 4.0 Management	3	✔	✔	500
26		Strategic Management	3	✔		400
Marketing						
27		Consumer Behaviour	3	✔		400
28		Integrated Marketing Communication	3	✔	✔	500
29		Product and Brand Management	3	✔		500
30		Digital Marketing	3	✔	✔	500
31		Marketing Research	3	✔	✔	500
32		Managing eBusiness	3	✔	✔	500
33		Strategic Management	3	✔		400
Finance						
34		Security Analysis and Portfolio Management	3	✔		400
35		Corporate Finance	3	✔		500
36		International Finance Management	3	✔		400
37		Financial Derivative and Financial Risk Management	3	✔		400
38		Fintech and Financial Blockchain	3	✔		500
39		Financial Services Management	3	✔		400
Systems						
40		Leveraging AI and Analytics for Digital Transformation	3	✔		400
41		System Analysis and Design	3	✔	✔	500
42		Management Information Systems	3	✔		400
43		IT Project management	3	✔	✔	500
44		Cyber Security and Data Governance	3	✔	✔	500
45		Cyber Analytics	3	✔	✔	500
46		Information Management	3	✔		400

- Course names are subject to changes.
- A few additional open electives may be offered later in addition to the ones listed.
- Program electives and open electives are offered subject to availability of resources and minimum students enrollment number for each course.
- SWAYAM courses under Management can be included as Program Elective or Open Elective with prior approval.

Internship - Semester 4			
Type of Course	**Title of the Course**	**Credits**	**Level**
Internship	Semester Internship	20	500
Total Credits		**20**	

During the 4th semester, the students are required to work on a full semester internship in an organisation. The internship will be evaluated by the organisation and by the faculty based on an internship study report that the interns prepare. A satisfactory rating on the evaluation is mandatory to complete the requirements for awarding the degree. The evaluation will be conducted at the end of the fourth semester.

*Students will be provided with a bouquet of open electives and program electives where they can opt for courses in their areas of interest. Semesters 1 will focus on Program Core courses; Program Electives and Open Electives will be provided in semesters 2 and 3, but this can be flexible based on the situation. Elective courses will be offered subject to the availability of faculty and the required minimum enrollment. SWAYAM courses under Management can be included as Program Elective or Open Elective

Class Specific Policies

Plagiarism policy: All student submissions shall be checked using Turnitin. In case, the similarity score is higher than 20%, such submissions will be marked fail. Although 20% is the maximum limit for similarity index on Turnitin, the final decision on aspects of plagiarism in assignments and reports will be made by the concerned faculty or faculty committee as the case may be.

Class attendance: There will be 10% weightage given for class attendance in the internal formative assessment. It is required that students attend 70% of the lectures to be eligible for writing the final exam.

Cheating: Cheating in any form during exams will result in automatic failure of the course. All cases of cheating will be referred to the school disciplinary committee and relevant university policy regarding this will apply.

Lecture recording: All lectures delivered online shall be recorded and provided to the students