

Kerala University of Digital Sciences, Innovation and Technology



Master of Business Administration (MBA)

Course Curriculum

2022 Admission

School of Digital Humanities and Liberal Arts (SoDiHLA)

MBA Program of DUK

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, full-time, regular, 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 on 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 emphasize the development of cognitive capacities for systems thinking, creativity, empathy, leadership, cultural agility, emotional intelligence, dynamic decision making and the ability to drive transformation.

Eligibility Requirements

Program	Specialization	Duration	Minimum Eligibility for admission
Full-time campus-based Master of Business Administration	General MBA with electives in functional and domain verticals	2 years (4 semesters)	The qualifying degree will be Bachelor's degree of at least 3 years duration or Master's degree of at least 2 years duration from a recognised university. Entry-level requirement is a minimum score of 60 percentage marks OR CPI/CGPA of 6.5 or above in 10 points in the qualifying degree. Rounding off of marks is not allowed. A candidate with CGPA less than 6.5 will also be eligible if the equivalent percentage for graduation is above 60% as per the respective university norms for conversion from CGPA to percentage. In such a case, the candidate will have to produce the official document or percentage equivalence certificate from the respective university showing CGPA to percentage conversion norms, at the time of admission. Students who have scored less than 60% in their graduation degree are not eligible for admission to the courses of Digital University Kerala. Candidates belonging to SC/ST and Persons with Disabilities (PwD) categories are eligible for applying if they have minimum pass marks in the qualifying examination. SEBC candidates of Kerala State who are certified as belonging to non-creamy layer are eligible for 5% relaxation in the minimum required marks for qualifying examination, provided that the candidates have passed the examination. Students appearing for final year exams in 2022 can also apply. However, admission if offered will be subject to satisfying the eligibility criteria latest by 31st January 2023

Total Credits for the two-year program: **100**

- University Core: 10 Credits
- Semester credits: 80 Credits
 - First semester -20 credits
 - Second semester - 23 credits
 - Third semester-19 credits
 - Fourth semester-18 credits
- Summer Internship: 10 Credits

As per the University norms, 1 credit equals 15 hours of contact classes per semester or 30 hours of student workload (assignments, field studies, self study, case preparations, etc.) per semester.

Semester wise Break-up of Courses for 4 semesters

University Core		
Type of the Course	Title of the Course	Credits
University Core 1	Digital Access for Community Empowerment (DACE)	3
University Core 2	Digital Experience Laboratory (Data Visualization and spreadsheet modeling)	4
University Core 3	Design Thinking and Innovation	3
Total Credits		10

Semester 1		
Type of the Course	Title of the Course	Credits
Program Core 1	Decision Analysis	3
Program Core 2	Organisational Behaviour	2
Program Core 3	Managerial Economics	3
Program Core 4	Legal Environment of Business	2
Program Core 5	Accounting for Managers	3
Program Core 6	Marketing Management	3
Program Core 7	Managerial Communication	2
Total Credits		18

Semester 2		
Type of the Course	Title of the Course	Credits
Program Core 8	Leadership and Change Management	3
Program Core 9	Operations Management	3
Program Core 10	Macroeconomics	3
Program Core 11	Corporate Finance	3
Program Core 12	Marketing Research	3
Program Core 13	Lifelong Learning and Critical Thinking	2
Program Core 14	Business Ethics and Corporate Social Responsibility	2
Workshop-1	IR 4.0 Management - 20 hours	1.5
Workshop-2	Sustainability and Business - 20 hours	1.5
Total Credits		22

Summer Internship		
Type of the Course	Title of the Course	Credits
Internship	Summer Internship (10 weeks)	10
Total Credits		10

After the 2nd semester, the students are required to work on a summer internship assignment in an organization for a period of about 10 weeks. The internship will be evaluated by the organization and by the faculty based on a case study report that the interns prepare. A satisfactory rating on the evaluation is mandatory to complete the requirements for awarding the degree.

Semester 3		
Type of the Course	Title of the Course	Credits
Program Core 15	Strategic Management	3
Program Core 16	Disruptive and structural changes in the environment	2
Program Elective 1		3
Program Elective 2		3
Program Elective 3		3
Program Elective 4		3
Program Elective 5		3
Program Elective 6		3
Total Credits		23

Semester 4		
Type of the Course	Title of the Course	Credits
Program Core 18	Strategic Management of Innovation	2
Program Core 19	Integrated simulation	3
Program Elective 7		3
Program Elective 8		3
Program Elective 9		3
Program Elective 10		3
Total Credits		17

DACE Extension project:

A socially relevant project may be taken up spanning the 3rd and 4th semesters as a non-credit mini-project. This is conceived as an extension of the Digital Access for Community Empowerment course in the first semester. Students will work in teams on a problem of social relevance or for community development. The projects should involve on-the-field components and should be carried out under the supervision of a faculty member. The projects will be evaluated by a committee. A pass in the DACE Extension project is a mandatory requirement for the award of the degree.

Start-up project: Product development/service and marketing- 9 credits

Spanning the 3rd and 4th semesters, student teams consisting of 1 to 3 students may choose a “Start-up project” as an elective. In this elective, students learn to apply the concepts of design thinking, engineering, finance, marketing and business organization to identify unmet customer needs, design new products or services that meet those needs, and develop business models to support the creation and launch of those products or services. Students will learn critical and broadly applicable techniques about starting and launching a start-up. By the end of the course, student teams will have developed, prototyped, and tested a novel product or service, a business model, and a company creation plan. The elective will have a total of 9 credits spread across two semesters.

List of electives

<p>OB & HR</p> <ul style="list-style-type: none">● Performance Management● Training and Development● Interpersonal and Group processes● Strategic HRM <p>QM & OM</p> <ul style="list-style-type: none">● Supply Chain Management● Project Management <p>Finance</p> <ul style="list-style-type: none">● Security Analysis and Investment Management / Portfolio Management● International Finance Management● Financial Services Management● Financial Derivatives● Financial Risk Management● Public Finance Management● Fintech and Financial Blockchain <p>Marketing</p> <ul style="list-style-type: none">● Consumer Behaviour● Integrated Marketing Communication● Sales Force Management● Brand Management● Services Management● Product Management● Retailing Management● Social Media Marketing <p>Digital Transformation</p> <ul style="list-style-type: none">● Data as a strategic asset● Culture and people in Digital Transformation● Leveraging AI and Analytics for Digital Transformation	<p>IT & IS</p> <ul style="list-style-type: none">● Managing eBusiness● Information Security Management● Business Process Reengineering● System Analysis and Design● ERP● IT Project management <p>Strategy</p> <ul style="list-style-type: none">● Entrepreneurship● Strategic Analysis● Strategic Leadership <p>Business Analytics</p> <ul style="list-style-type: none">● Data Science for Business● Business Analytics for Decision making● Big Data Analytics● Forecasting methods for management <p>Digital Governance</p> <ul style="list-style-type: none">● Digital Government architecture● Cybersecurity and Data Governance● Technology services and infrastructure management <p>Technology Management</p> <ul style="list-style-type: none">● Digital Strategy and Leadership● Technology, Innovation and New product management● Managing Intellectual Property● Strategies for Digital Transformation <p>Information Security Management</p> <ul style="list-style-type: none">● Governance, Risk and Compliance● Cyber-law and regulations● Data protection and privacy● Cyber Analytics● Cyber-security Audit
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* An elective will be offered only if a prescribed minimum number of students show interest for it.

* New electives will be added based on the requirements and identification of emerging areas.

* Students are encouraged to audit courses of their interest offered by other programs of DUK if the schedule permits.