

**KIET GROUP OF INSTITUTIONS**

**(An Autonomous Institution, Affiliated to AKTU, Lucknow, UP)**

Approved by AICTE, New Delhi

Delhi-NCR, Ghaziabad-Meerut Road, Ghaziabad-201206

**KIET School of Management (KSOM)**

**2<sup>nd</sup> Year**

**EVALUATION SCHEME**

**Effective from the Session: 2025-26**

**MBA 3<sup>rd</sup> Sem**

| S.No.                                                                                          | Course Type<br>(AICTE) | Course Type (UGC) | BOS | Course Codes | Course Name                        | Type | Academic Learning (AL) |          |          | Continuous Internal Examination (CIE) |     |       | End Sem Examination (ESE) | Total Marks           | Total Credits |
|------------------------------------------------------------------------------------------------|------------------------|-------------------|-----|--------------|------------------------------------|------|------------------------|----------|----------|---------------------------------------|-----|-------|---------------------------|-----------------------|---------------|
|                                                                                                |                        |                   |     |              |                                    |      | L                      | T        | P        | MSE                                   | CA  | TOTAL |                           | Total CIE+ESE Credits |               |
| 1                                                                                              | PE                     | SEC               | MBA | MS6XXE       | Specialization Group-1 Elective- 1 | L    | 3                      | 0        | 0        | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| 2                                                                                              | PE                     | SEC               | MBA | MS6XXE       | Specialization Group-1 Elective -2 | L    | 3                      | 0        | 0        | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| 3                                                                                              | PE                     | SEC               | MBA | MS6XXE       | Specialization Group-1 Elective -3 | L    | 3                      | 0        | 0        | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| 4                                                                                              | PE                     | SEC               | MBA | MS6XXE       | Specialization Group-2 Elective- 1 | L    | 3                      | 0        | 0        | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| 5                                                                                              | PE                     | SEC               | MBA | MS6XXE       | Specialization Group-2 Elective -2 | L    | 3                      | 0        | 0        | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| 6                                                                                              | PE                     | SEC               | MBA | MS6XXE       | Specialization Group-2 Elective -3 | L    | 3                      | 0        | 0        | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| <b>Corporate Skill Enhancement Courses<br/>(Lab/Project/Field Work /Experiential Learning)</b> |                        |                   |     |              |                                    |      |                        |          |          |                                       |     |       |                           |                       |               |
| 7                                                                                              | PW                     | Project           | MBA | MS651P       | Summer Internship Project          | P    | 0                      | 0        | 8        | -                                     | 100 | 100   | 100                       | 200                   | 4             |
| <b>Total Hours =26 hrs.</b>                                                                    |                        |                   |     |              |                                    |      | <b>18</b>              | <b>0</b> | <b>8</b> |                                       |     |       |                           | <b>1100</b>           | <b>22</b>     |

**Note1:** Internal and External Assessment for MS651P are based on Report and Viva

**Note2:**

Students has to opt at least one specialization from Basket 1 (Marketing/HR/Finance) & other from Basket 1/ 2

The minimum number of students to be registered for an elective to be offered shall not be less than 20 % of the enrolled students

**MBA 4<sup>th</sup> Sem**

| S.No.                                                                                      | Course Type (AICTE) | Course Type (UGC/NEP) | BOS | Course Codes | Course Name                        | Type | Academic Learning (AL) |          |           | Continuous Internal Examination (CIE) |     |       | End Sem Examination (ESE) | Total Marks           | Total Credits |
|--------------------------------------------------------------------------------------------|---------------------|-----------------------|-----|--------------|------------------------------------|------|------------------------|----------|-----------|---------------------------------------|-----|-------|---------------------------|-----------------------|---------------|
|                                                                                            |                     |                       |     |              |                                    |      | L                      | T        | P         | MSE                                   | CA  | TOTAL |                           | Total CIE+ESE Credits |               |
| 1                                                                                          | PE                  | SEC                   | MBA | MS6XXE       | Specialization Group-1 Elective- 4 | L    | 3                      | 0        | 0         | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| 2                                                                                          | PE                  | SEC                   | MBA | MS6XXE       | Specialization Group-1 Elective -5 | L    | 3                      | 0        | 0         | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| 3                                                                                          | PE                  | SEC                   | MBA | MS6XXE       | Specialization Group-2 Elective -4 | L    | 3                      | 0        | 0         | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| 4                                                                                          | PE                  | SEC                   | MBA | MS6XXE       | Specialization Group-2 Elective- 5 | L    | 3                      | 0        | 0         | 50                                    | 25  | 75    | 75                        | 150                   | 3             |
| <b>Corporate Skill Enhancement Courses (Lab/Project/Field Work /Experiential Learning)</b> |                     |                       |     |              |                                    |      |                        |          |           |                                       |     |       |                           |                       |               |
| 5                                                                                          | PW                  | Project               | MBA | MS652P       | Capstone/Live Project              | P    | 0                      | 0        | 12        | -                                     | 150 | 150   | 150                       | 300                   | 6             |
| <b>Total Hours= 24hrs.</b>                                                                 |                     |                       |     |              |                                    |      | <b>12</b>              | <b>0</b> | <b>12</b> |                                       |     |       |                           | <b>900</b>            | <b>18</b>     |

**Note:** Internal and External Assessment for MS652P are based on Report and Viva

**MBA-III SEM - Specialization Electives (1-3)**

| S.N.     | Specialization Electives               | Course Name                                                               | Course Code | No. of credits |
|----------|----------------------------------------|---------------------------------------------------------------------------|-------------|----------------|
| Basket 1 |                                        |                                                                           |             |                |
| 1.       | Marketing                              | Marketing Analytics                                                       | MS601E      | 3              |
|          |                                        | Sales & Distribution Management                                           | MS602E      | 3              |
|          |                                        | Service Marketing                                                         | MS603E      | 3              |
| 2.       | Finance                                | Financial Analytics                                                       | MS606E      | 3              |
|          |                                        | Investment Analysis and Portfolio Management                              | MS607E      | 3              |
|          |                                        | Financial Derivatives                                                     | MS608E      | 3              |
| 3.       | Human Resource                         | Employee Relations & Labour Laws                                          | MS611E      | 3              |
|          |                                        | HR Analytics                                                              | MS612E      | 3              |
|          |                                        | Compensation Management and Negotiation Skills                            | MS613E      | 3              |
| Basket 2 |                                        |                                                                           |             |                |
| 4.       | Business Analytics                     | Data Visualization for Managers                                           | MS616E      | 3              |
|          |                                        | Data Mining Techniques – Predictive Modeling & Pattern Discovery- Using R | MS617E      | 3              |
|          |                                        | Database Management System                                                | MS618E      | 3              |
| 5.       | Operations                             | Modeling & Analytics for SCM                                              | MS621E      | 3              |
|          |                                        | Logistics Management                                                      | MS622E      | 3              |
|          |                                        | Service Operations Management                                             | MS623E      | 3              |
| 6.       | Entrepreneurship & Start up (ES)       | Entrepreneurial Mind-Set                                                  | MS626E      | 3              |
|          |                                        | Start-up funding & investment strategies.                                 | MS627E      | 3              |
|          |                                        | Technology in Innovation Management                                       | MS628E      | 3              |
| 7.       | International Business (IB)            | Emerging Markets & Globalization                                          | MS631E      | 3              |
|          |                                        | Export & Import Documentation                                             | MS632E      | 3              |
|          |                                        | International Trade Laws                                                  | MS633E      | 3              |
| 8.       | Agriculture Business (AB)              | Sustainable agricultural practices                                        | MS636E      | 3              |
|          |                                        | Agri entrepreneurship                                                     | MS637E      | 3              |
|          |                                        | Rural Development and Policy                                              | MS638E      | 3              |
| 9.       | Economic crisis & Business policy (EB) | Public Policy and Governance                                              | MS641E      | 3              |
|          |                                        | Economic Analysis                                                         | MS642E      | 3              |
|          |                                        | Crisis Management and Business Resilience                                 | MS643E      | 3              |
| 10.      | General Management (GM)                | Strategic Management                                                      | MS646E      | 3              |
|          |                                        | Global Business Management                                                | MS647E      | 3              |
|          |                                        | Corporate Governance                                                      | MS648E      | 3              |

**MBA-IV SEM - Specialization Electives (4&5)**

| S.N.     | Specialization Electives               | Course Name                                         | Course Code | No. of credits |
|----------|----------------------------------------|-----------------------------------------------------|-------------|----------------|
| Basket 1 |                                        |                                                     |             |                |
| 1.       | Marketing                              | Consumer Behaviour                                  | MS604E      | 3              |
|          |                                        | Brand Management                                    | MS605E      | 3              |
| 2.       | Finance                                | Financial Modelling and Valuation                   | MS609E      | 3              |
|          |                                        | Tax Planning                                        | MS610E      | 3              |
| 3.       | Human Resource                         | Learning and Development                            | MS614E      | 3              |
|          |                                        | International HRM                                   | MS615E      | 3              |
| Basket 2 |                                        |                                                     |             |                |
| 4.       | Business Analytics                     | Social Media & Web Analytics                        | MS619E      | 3              |
|          |                                        | Block chain & its application                       | MS620E      | 3              |
| 5.       | Operations                             | Smart Manufacturing Systems                         | MS624E      | 3              |
|          |                                        | Operations Strategy                                 | MS625E      | 3              |
| 6.       | Entrepreneurship & Start up (ES)       | Corporate Entrepreneurship                          | MS629E      | 3              |
|          |                                        | Strategic Management of Innovation                  | MS630E      | 3              |
| 7.       | International Business (IB)            | International Logistics                             | MS634E      | 3              |
|          |                                        | Cross Cultural Management                           | MS635E      | 3              |
| 8.       | Agriculture Business (AB)              | Agri-Tech and Innovation                            | MS639E      | 3              |
|          |                                        | International Agricultural Trade                    | MS640E      | 3              |
| 9.       | Economic crisis & Business policy (EB) | Financial Crisis and Risk Management                | MS644E      | 3              |
|          |                                        | Strategic Business Policy                           | MS645E      | 3              |
| 10.      | General Management (GM)                | Project Management                                  | MS649E      | 3              |
|          |                                        | Business Ethics and Corporate Social Responsibility | MS650E      | 3              |