

INTEGRATED M.B.A. [FIVE YEARS] Project/ Optional Subjects

Paper	Subjects	Duration (in hours)	Maximum Marks	Passing Minimum Marks
34	Optional Subjects (Subjects may select any two subjects from any one of the following two groups in lieu of the project work)			
	GROUP-A			
	1. Rural Marketing	3	100	50
	2. Retail Marketing	3	100	50
	3. Industrial Marketing	3	100	50
	4. Customer Relation Management and Relationship Marketing	3	100	50
	GROUP-B			
	1. Organisational Development	3	100	50
	2. Entrepreneurship and Management of Small Business	3	100	50
	3. Derivatives	3	100	50
	4. Risk Management and Insurance	3	100	50
	GROUP-C			
	1. WTO Constitution and Operation	3	100	50
	2. Global Investment, Instruments and institutions	3	100	50
	3. Global Tourism	3	100	50
	4. Emerging Issues in Tourism	3	100	50
	GROUP-D			
	1. Education Infrastructure	3	100	50
	2. Instruction Design and Curriculum Development	3	100	50
	3. Hospital Core Services	3	100	50
	4. Hospital Support Services	3	100	50
	GROUP-D			
	1. Integrated Materials Management	3	100	50
	2. Value Analysis and Engineering	3	100	50
	3. Fashion Retail Management	3	100	50
	4. Consumer Behaviour in Fashion	3	100	50