



ALABBAR SCHOOL OF MANAGEMENT
RAFFLES UNIVERSITY, NEEMRANA
SESSION 2024-25



ABOUT ALABBAR SCHOOL OF MANAGEMENT (ASOM)

Alabbar School of Management provides the best of experienced and qualified faculty, state-of-the-art infrastructure, high academic standards, conducive academic discipline and a spectrum of co-curricular and extra-curricular activities. It conducts various management programmes aimed at grooming and developing students into professional managers and management scholars of international standards. Special emphasis is given to all round personality development in keeping with the ASM ethos, opportunity of international exposure, character and competence building, extra language learning (Japanese), industrial visits & training and learning through field project exposure.

The Students of Alabbar School of Management are especially fortunate that the University is located in the heart of the Neerana Japanese Industrial Zone which is also evolving as a nodal junction for business and commerce in view of the upcoming Delhi – Mumbai industrial and freight corridor. Our management students are able to gain first hand experience regarding the working of industries employing the very latest technologies as also the enormous complexities involved in business and industry of this magnitude.

Courses Offered –

- MBA (Dual Specialization)
(HR, Marketing, Finance, International Business, Operations, Production)
- M.Com
- BBA
(Specialization in Marketing, HR, Finance, Supply Chain Management, Production and Operations, IB, Computer Science, Data Science, Security System, AI)
- B.Com
- PhD in Management and Commerce

Course Structure

MBA

COURSE STRUCTURE OF TEACHING & EVALUATION (MBA)

MBA: Semester-I

SN	Paper Code	Course Title	Periods			Evaluation Scheme					Credits
			L	T	P	Sessional Exams			ETE	Total	
						MT	TA	Total			
1	MGTM-101	Principles of Management	4	0	0	20	40	60	40	100	4
2	MGTM-102	Managerial Economics	4	0	0	20	40	60	40	100	4
3	MGTM-103	Accounting for Managers	4	0	0	20	40	60	40	100	4
4	MGTM-104	Business Communication	4	0	0	20	40	60	40	100	4
5	MGTM-105	Information Technology for Managers	3	0	2	20	40	60	40	100	4
6	MGTM-106	Quantitative Techniques for Managers	4	0	0	20	40	60	40	100	4
7	MGTM-107	Organizational Behaviour	4	0	0	20	40	60	40	100	4
Total										700	28

MBA: Semester-II

SN	Paper Code	Course Title	Periods			Evaluation Scheme					Credits
			L	T	P	Sessional Exams			ETE	Total	
						MT	TA	Total			
1	MGTM-201	Business Environment	4	0	0	20	40	60	40	100	4
2	MGTM-202	Research Methodology	4	0	0	20	40	60	40	100	4
3	MGTM-203	Human Resource Management	4	0	0	20	40	60	40	100	4
4	MGTM-204	Corporate Finance	4	0	0	20	40	60	40	100	4
5	MGTM-205	Marketing Management	4	0		20	40	60	40	100	4

6	MGTM-206	Operations Management	4	0	0	20	40	60	40	100	4
7	MGTM-207	International Business	4	0	0	20	40	60	40	100	4
Total										700	28

MBA: Semester-III

SN	Paper Code	Course Title	Periods			Evaluation Scheme					Credits
			L	T	P	Sessional Exams			ETE	Total	
						MT	TA	Total			
1	MGTM-301	Management Information System	4	0	0	20	40	60	40	100	4
2	MGTM-302	Legal Aspects of Business	4	0	0	20	40	60	40	100	4
3	MGTM-303	Business Strategy	4	0	0	20	40	60	40	100	4
4		Elective-I (Specialization-I)	4	0	0	20	40	60	40	100	4
5		Elective-II (Specialization-I)	4	0	0	20	40	60	40	100	4
6		Elective-III (Specialization-II)	4	0	0	20	40	60	40	100	4
7		Elective-IV (Specialization-II)	4	0	0	20	40	60	40	100	4
8	MGTM-304	Summer Internship/ Project (PAP/PCP)							100	100	4
Total										800	32

MBA: Semester-IV

SN	Paper Code	Course Title	Periods			Evaluation Scheme					Credits
			L	T	P	Sessional Exams			ETE	Total	
						MT	TA	Total			
1	MGTM-401	Project Management	4	0	0	20	40	60	40	100	4
2	MGTM-402	Entrepreneurship	4	0	0	20	40	60	40	100	4
3	MGTM-403	Business Ethics	4	0	0	20	40	60	40	100	4
4		Elective-V	4	0	0	20	40	60	40	100	4

		(Specialization-I)									
5		Elective-VI (Specialization-I)	4	0	0	20	40	60	40	100	4
6		Elective-VII (Specialization-II)	4	0	0	20	40	60	40	100	4
7		Elective-VII (Specialization-II)	4	0	0	20	40	60	40	100	4
8	MGTM-404	Research Project and Viva Voce	4	0	0				100	100	6
Total											34

Total credit = 122

Specialization electives for III semester:

Specialization Area	Elective	Specialization paper
Marketing	MGTM-301M	Retail Management
	MGTM-302M	Consumer Behaviour
	MGTM-303M	Marketing Research
Human Resource	MGTM-301H	Human Resource Planning & Development
	MGTM-302H	Compensation Management
	MGTM-303H	Management Training & Development
Finance	MGTM-301F	Security Analysis & Portfolio Management
	MGTM-302F	Financial Markets and Institutions
	MGTM-303F	Financial Services
Production & Operations	MGTM-301P	Production and Operation Management
	MGTM-302P	Procurement Management
	MGTM-303P	Material Management
International Business	MGTM-301I	International Economics
	MGTM-302I	International Business Laws
	MGTM-303I	International Marketing
Logistics & Supply Chain Management	MGTM-301S	Essentials of Supply Chain Management
	MGTM-302S	Procurement Management
	MGTM-303S	Service Operations Management

Specialization electives for IV Semester:

Specialization Area	Elective	Specialization paper
Marketing	MGTM-404M	Sales & Distribution Management
	MGTM-405M	Brand Management
	MGTM-406M	Digital Marketing
Human Resource	MGTM-404H	Labour Law
	MGTM-405H	Industrial Relations

	MGTM-406H	Performance Appraisal and Evaluation
Finance	MGTM-404F	Financial Derivatives and Risk Management
	MGTM-405F	Corporate Tax Planning
	MGTM-406F	International Finance Management
Production & Operations	MGTM-404P	Total Quality Management & Six Sigma
	MGTM-405P	Process Management and Consultancy
	MGTM-406P	Enterprise Resource Planning
International Business	MGTM-404I	Global Brand Strategy
	MGTM-405I	International Business Operations and Logistics
	MGTM-406I	Export Import Procedures & Documentation
Logistics & Supply Chain Management	MGTM-404S	Application of Quality Management
	MGTM-405S	Process Management & Consultancy
	MGTM-406S	Big Data Analytics

Master of Commerce (M. COM.)

Course Structure

Part I: Semester I

S N	Paper Code	Course Title	Periods			Evaluation Scheme					Credits
			L	T	P	Sessional Exams			ETE	Total	
						MT	TA	Total			
1	MCOM-101	Organisational Theory and Behaviour	4	0	0	20	40	60	40	100	4
2	MCOM-102	Business Statistics and Analytics for Decision Making	4	0	0	20	40	60	40	100	4
3	MCOM-103	Managerial Accounting	4	0	0	20	40	60	40	100	4
4	MCOM-104	Financial Planning	4	0	0	20	40	60	40	100	4
5	MCOM-105	Managerial Economics	4	0	0	20	40	60	40	100	4
Total										500	20

Part I: Semester II

S N	Paper Code	Course Title	Periods			Evaluation Scheme					Credits
			L	T	P	Sessional Exams			ETE	Total	
						MT	TA	Total			
1	MCOM-201	Operations research	4	0	0	20	40	60	40	100	4
2	MCOM-202	Financial management and Policy	4	0	0	20	40	60	40	100	4
3	MCOM-203	Marketing Management	4	0	0	20	40	60	40	100	4
4	MCOM-204	Legal Aspects of Business	4	0	0	20	40	60	40	100	4
5	MCOM-205	International Business	4	0	0	20	40	60	40	100	4
Total										500	20

Part II: Semester III

S N	Paper Code	Course Title	Periods			Evaluation Scheme					Credits
			L	T	P	Sessional Exams			ETE	Total	
						MT	TA	Total			
1	MCOM-301	Entrepreneurship	4	0	0	20	40	60	40	100	4
2	MCOM-302	Human Resource Management	4	0	0	20	40	60	40	100	4
3	MCOM-303	Teaching Learning Practices	0	0	4	0	50	0	0	50	2
4	-----	Major Group (Paper 1)	4	0	0	20	40	60	40	100	4
5	-----	Major Group	4	0	0	20	40	60	40	100	4

		(Paper 2)									
6	-----	Minor Group (Paper 1)	4	0	0	20	40	60	40	100	4
Total										550	22

Part II: Semester IV

SN	Paper Code	Course Title	Periods			Evaluation Scheme					Credits
			L	T	P	Sessional Exams			ETE	Total	
						MT	TA	Total			
MCOM-401	Corporate Governance, Ethics and Social Responsibility of Business		4	0	0	20	40	60	40	100	4
MCOM-402	Business Research Methodology		4	0	0	20	40	60	40	100	4
-----	Major Group (Paper 3)		4	0	0	20	40	60	40	100	4
-----	Major Group (Paper 4)		4	0	0	20	40	60	40	100	4
-----	Minor Group (Paper 2)		4	0	0	20	40	60	40	100	4
Total										500	20
GRAND TOTAL (4 Semesters)										2050	82

Elective Groups

Two groups (one Major and one Minor) from the available electives are to be selected at the commencement of M. Com. Part II - Semester III.

Notes:

- The elective groups in the Semester IV will remain the same as the ones selected in Semester III.
- Once a group has been selected, no change in selected groups will be allowed later.
- While the first two papers of selected major group and first paper of selected minor group will be taught in Semester III, the next two papers of selected

major group and second paper of selected minor group will be taught in Semester IV.

List of Elective Groups

The Department will announce in the beginning of the respective semester, the list of elective groups which will be offered during the semester depending upon the availability faculty members and the demand of electives.

Major Groups

Group A: Finance

Paper MJ301: Financial Institutions and Markets

Paper MJ302: Security Analysis and Portfolio Management

Paper MJ403: Indian Financial System

Paper MJ404: International Financial Management

Group B: Marketing

Paper MJ311: International Marketing

Paper MJ312: Advertising and Sales Management

Paper MJ413: Consumer Behaviour

Paper MJ414: Supply Chain Management

Group C: Human Resource Management

Paper MJ321: Performance Appraisal and Evaluation

Paper MJ322: Management of Industrial Relations

Paper MJ423: Strategic Human Resource Management

Paper MJ424: Compensation Management and Employee Welfare Laws

Minor Groups

Group A: Taxation

Paper MN331: Principles and Practice of Taxation and Indian Tax System

Paper MN432: Corporate Tax Structure and Planning

Group B: Law

Paper MN341: Corporate Law

Paper MN442: Industrial Law

Group C: Accounting

Paper MN351: Strategic Cost Management

Paper MN452: Accounting Theory and Financial Reporting

Group D: International Business

Paper MN361: India's Foreign Trade and Investment

Paper MN462: Management of International Business Operation

2. BBA - Bachelor of Business Administration (BBA)

Bachelor of Business Administration (BBA)

BBA: Semester-I

SN	Paper Code	Course		Credits				
		Type	Title		L	T	P	Marks
1	MGTB- 101	AECC	English Language-I	2	2	1	0	50
2	MGTB -102	SEC	MS Office-I	3	1	0	4	100
3	MGTB -103	Core	Principles of Management	3	3	1	0	100
4	MGTB -104	Core	Business Organization and Environment	3	3	1	0	100
5	MGTB -105	Core	Fundamentals of Accounting	3	3	1	0	100
6	MGTB -106	Core	Statistics for Business Decisions	3	3	1	0	100
7	MGTB-107	GE	Fundamentals of Computer and IT	3	2	0	2	100
8	MGTB-108	VAC	Human Values	2	2	0	0	50
Total				22	20	5	6	700

BBA: Semester-II

SN	Paper Code	Course		Credits				
		Type	Title		L	T	P	Marks
1	MGTB -201	AECC	English Language-II	2	2	1	0	50
2	MGTB -202	SEC	MS Office-II	3	1	0	4	100
3	MGTB -203	Core	Cost Accounting	3	3	1	0	100
4	MGTB -204	Core	Computerized Accounting System	3	1	1	4	100
5	MGTB -205	Core	Business Economics	3	3	1	0	100
6	MGTB-206	Core	Business Ethics and Corporate Governance	3	3	1	0	100
7	MGTB -207	GE	Environmental Science and Sustainable Development	3	3	1	0	100
8	MGTB -208	VAC	Stress Management	2	1	0	2	50
Total				22				700

BBA: Semester-III

SN	Paper Code	Course		Credits				
		Type	Title		L	T	P	Marks
1	MGTB -301	Core	Financial Management	3	3	1	0	100
2	MGTB -302	Core	Human Resource Management	3	3	1	0	100
3	MGTB -303	Core	Management Accounting for Business Decision	3	3	1	0	100
4	MGTB -304	Core	Marketing Management	3	3	1	0	100
5	MGTB -305	DSE	M1/HR1/F1/SC1/PO1/IB1/C S1/DS1/SS1/AI1	3	3	1	0	100

6	MGTB -306	DSE	M2/HR2/F2/SC2/PO2/IB2/C S2/DS2/SS2/AI2	3	3	1	0	100
7	MGTB -307	GE	Principles of Banking	2	2	1	0	100
8	MGTB -308	VAC	Happiness and Mental Well Being	1	1	1	0	50
9	MGTB -309	AECC	Soft Skill	1	0	0	2	50
Total				22				800

BBA: Semester-IV

SN	Paper Code	Course		Credits	L	T	P	Marks
		Type	Title					
		1	MGTB -401					
2	MGTB -402	Core	Corporate Law Practices	3	3	1	0	100
3	MGTB -403	Core	Indian Economy	3	3	1	0	100
4	MGTB -404	Core	Basics of Investment Banking	3	3	1	0	100
5	MGTB -405	DSE	M3/HR3/F3/SC3/PO3/IB 3/CS3/DS3/SS3/AI3	3	3	1	0	100
6	MGTB -406	DSE	M4/HR4/F4/SC4/PO4/IB 4/CS4/DS4/SS4/AI4	3	3	1	0	100
7	MGTB -407	GE	Constitution of India and Human Rights	2	2	1	0	100
8	MGTB -408	SEC	Introduction to Share Market	2	1	0	2	100
Total				22				800

BBA: Semester-V

		Course					
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SN	Paper Code	Type	Title	Credits				
					L	T	P	Marks
1	MGTB -501	Core	Entrepreneurial Management	3	3	1	0	100
2	MGTB -502	Core	International Business	3	3	1	0	100
3	MGTB -503	Core	Production and Operation Management	3	3	1	0	100
4	MGTB -504	DSE	M5/HR5/F5/SC5/PO5/IB5/CS5/DS5/SS5/AI5	3	3	1	0	100
5	MGTB -505	DSE	M6/HR6/F6/SC6/PO6/IB6/CS6/DS6/SS6/AI6	3	3	1	0	100
6	MGTB -506	AECC	Quantitative Aptitude	2	2	1	0	50
7	MGTB -507	SEC	Introduction to Research Writing	1	1	0	2	50
8	MGTB -508	VAC	Cyber Phenomenon & Law	2	2	1	0	50
9	MGTB -509		Internship	2				50
Total				22				700

BBA: Semester-VI

SN	Paper Code	Course		Credits				
		Type	Title		L	T	P	Marks
1	MGTB -601	Core	Digital Marketing	3	2	0	2	100
2	MGTB -602	Core	Project Management	3	3	1	0	100
3	MGTB -603	Core	Rural Management	3	3	1	0	100
4	MGTB -604	DSE	M7/HR7/F7/SC7/PO7/IB7/CS7/DS7/SS7/AI7	3	3	1	0	100
5	MGTB -605	DSE	M8/HR8/F8/SC8/PO8/IB8/CS8/DS8/SS8/AI8	3	3	1	0	100

6	MGTB -606	SEC	Design Thinking	2	1	1	0	50
7	MGTB -607	AECC	Aptitude Logical Reasoning	2	2	2	0	50
8	MGTB -608	Summer Internship	Project Report and viva – voce	3				100
Total				22				700

BBA: Semester-VII

SN	Paper Code	Course		Credits	L	T	P	Marks
		Type	Title					
		1	MGTB -701					
2	MGTB -702	Core	Office Management and Secretarial Practices	4	4	1	0	100
3	MGTB -703	Core	Consumer Behavior	4	4	1	0	100
4	MGTB -704	DSE	Working Capital Management	4	4	1	0	100
5	MGTB -705		<i>Internship and Project Report/Dissertation Or. Academic Project/Entrepreneurship</i>	6				100
Total				22				500

BBA: Semester-VIII

SN	Paper Code	Course		Credits	L	T	P	Marks
		Type	Title					
		1	MGTB -801					

2	MGTB -802	Core	Operations Research	4	4	1	0	100
3	MGTB -803	Core	Human Resource Planning and Development	4	4	1	0	100
4	MGTB -804	DSE	Supply chain and Logistic Management	4	4	1	0	100
5	MGTB -805		<i>Internship and Project Report/Dissertation Or. Academic Project/Entrepreneurship</i>	6				100
Total				22				500

Total Credit: 176

Elective Subjects for Marketing Specialization	
M1	Marketing Strategy
M2	Advertising Management
M3	Service Marketing
M4	Rural Marketing
M5	Sales And Promotion Management
M6	Retail Marketing
M7	Marketing Research
M8	International Marketing Management

Elective Subjects for Human Resource Specialization	
HR1	Training and Development
HR2	Performance Management
HR3	Industrial Law
HR4	Compensation Management
HR5	Organizational Change and Development
HR6	Industrial Relation and Conflict Management
HR7	Human Resource Analytics
HR8	Global Human Resource Management

Elective Subjects for Finance Specialization	
F1	Behavioral Finance
F2	Corporate Accounting
F3	Financial Reporting and Analysis
F4	Business Analysis and Valuation
F5	Financial Markets and Institutions

F6	Security Analysis and Portfolio Management
F7	Financial Derivative
F8	Public Finance

Elective Subjects for Supply Chain Management Specialization	
SC1	Essentials of Supply Chain Management
SC2	Procurement Management
SC3	Logistics and Warehousing
SC4	Application of Quality Management
SC5	Process Management & Consultancy
SC6	Supply Chain Analytics
SC7	IT in Supply Chain Management
SC8	Service Operations Management

Elective Subjects for Production & Operations Specialization	
PO1	Inventory Management
PO1	Procurement Management
PO3	Material Management
PO4	Total Quality Management & Six Sigma
PO5	Process Management and Consultancy
PO6	Enterprise Resource Planning
PO7	Production Planning and Control
PO8	Service Operations Management

Elective Subjects for International Business Specialization	
IB1	International Economics
IB2	International Business Laws
IB3	International Marketing
IB4	International Business Operations and Logistics
IB5	Export Import Procedures & Documentation
IB6	Global Brand Strategy
IB7	International Trade Theory
IB8	International Financial Management

Elective Subjects for Computer Science Specialization	
CS1	Regression analysis
CS2	Natural language processing
CS3	IOT with ML
CS4	Statistical model for brain
CS5	ML with large dataset

CS6	ML With AWS
CS7	Sentimental Analysis
CS8	Machine learning APP Deployment

Elective Subjects for Data Science Specialization

DS1	Data Science for python
DS2	Natural language processing for data analytics
DS3	Data visualization
DS4	Applied data science with advance python
DS5	Business intelligence and its tools
DS6	Statistics for data science and business analysis
DS7	Python double door design and analysis of algorithm
DS8	Data Analysis and Interpretation using SPSS, AMOSS

Elective Subjects for Security System Specialization

SS1	Principle of Cyber Security
SS2	Data & Information Security
SS3	Malware analysis
SS4	Cryptography network security
SS5	Security for IOT
SS6	Information security
SS7	Security for cloud computing
SS8	Hacking Techniques

Elective Subjects for Artificial Intelligence

AI1	Business intelligence and its tools
AI2	Neural Network
AI3	Linear and Non-Linear Programming
AI4	Pattern Recognition
AI5	Recommendation Systems

AI6	Optimization techniques
AI7	AI with Azure
AI8	Fuzzy Logics

3. Bachelor of Commerce (B.Com)

Bachelor of Commerce (Honors/Research)

B. Com: Semester-I

SN	Paper Code	Course		Credits	L	T	P	Marks
		Type	Title					
		1	COM- 101					
2	COM-102	SEC	MS Office-I	3	1	0	4	100
3	COM-103	Core	Principles of Management	3	3	1	0	100
4	COM-104	Core	Business Organization and Environment	3	3	1	0	100
5	COM-105	Core	Financial Accounting	3	3	1	0	100
6	COM-106	Core	Business Statistics	3	3	1	0	100
7	COM-107	GE	Fundamentals of Computer and IT	3	2	0	2	100
8	COM-108	VAC	Human Values	2	2	0	0	50
Total				22				700

B. Com: Semester-II

SN	Paper Code	Course		Credits	L	T	P	Marks
		Type	Title					
		1	COM-201					
2	COM-202	SEC	MS Office-II	3	1	0	4	100

3	COM-203	Core	Cost Accounting	3	3	1	0	100
4	COM-204	Core	Computerized Accounting System	3	3	1	0	100
5	COM-205	Core	Microeconomics	3	3	1	0	100
6	COM-206	Core	Business Ethics and Corporate Governance	3	3	1	0	100
7	COM-207	GE	Environmental Science and Sustainable Development	3	2	0	2	100
8	COM-208	VAC	Basics of Yoga and Meditation	2	2	0	0	50
Total				22				700

B. Com: Semester-III

SN	Paper Code	Course		Credits	L	T	P	Marks
		Type	Title					
1	COM-301	Core	Corporate Finance	3	3	1	0	100
2	COM-302	Core	Advance Accounting	3	3	1	0	100
3	COM-303	Core	Management Accounting for Business Decision	3	3	1	0	100
4	COM-304	Core	Auditing	3	3	1	0	100
5	COM-305	DSE	Financial Markets and Institutions	3	3	1	0	100
6	COM-306	DSE	Marketing Management	3	3	1	0	100
7	COM-307	GE	Principles of Banking	2	2	1	1	100
8	COM-308	VAC	Happiness and Mental Well Being	1	1	1	0	50
9	COM-309	AECC	Soft Skill	1	0	0	2	50
Total				22				800

B. Com: Semester-IV

SN	Paper Code	Course		Credits				
		Type	Title		L	T	P	Marks
1	COM-401	Core	Income tax Law and Practices	3	3	1	0	100
2	COM-402	Core	Business Law	3	3	1	0	100
3	COM-403	Core	Macroeconomics	3	3	1	0	100
4	COM-404	Core	Business Mathematics	3	3	1	0	100
5	COM-405	DSE	Financial Derivative	3	3	1	0	100
6	COM-406	DSE	Human Resource Management	3	3	1	0	100
7	COM-407	GE	Constitution of India and Human Rights	2	2	1	0	100
8	COM-408	SEC	Introduction to Share Market	2	1	0	2	100
Total				22				800

B. Com: Semester-V

SN	Paper Code	Course		Credits				
		Type	Title		L	T	P	Marks
1	COM-501	Core	Corporate Law	3	3	1	0	100
2	COM-502	Core	International Finance	3	3	1	0	100
3	COM-503	Core	Production and Operation Management	3	3	1	0	100
4	COM-504	DSE	Security Analysis and Portfolio Management	3	3	1	0	100
5	COM-505	DSE	Business Analysis and Valuation	3	3	1	0	100
6	COM-506	AECC	Quantitative Aptitude	2	2	1	0	50

7	COM-507	SEC	Introduction to Research Writing	1	1	0	2	50
8	COM-508	VAC	Cyber Phenomenon & Law	2	2	0	0	50
9	COM-509		Comprehensive Viva-voce	2				50
Total				22				700

B. Com: Semester-VI

SN	Paper Code	Course		Credits	L	T	P	Marks
		Type	Title					
		1	COM-601					
2	COM-602	Core	Project Management	3	3	1	0	100
3	COM-603	Core	Rural Management	3	3	1	0	100
4	COM-604	DSE	Behavioral Finance	3	3	1	0	100
5	COM-605	DSE	Financial Analysis and Reporting	3	3	1	0	100
6	COM-606	SEC	Design Thinking	2	2	1	0	50
7	COM-607	AEC C	Aptitude Logical Reasoning	2	2	1	0	50
8	COM-608	Sum mer Intern ship	Project Report and viva – voce	3				100
Total				22				700

B. Com: Semester-VII

SN	Paper Code	Course		Credits	L	T	P	Marks
		Type	Title					
		1	COM-701					

2	COM-702	Core	Office Management and Secretarial Practices	4	4	1	0	100
3	COM-703	Core	Working Capital Management	4	4	1	0	100
4	COM-704	DSE	Consumer Behavior	4	4	1	0	100
5	COM-705		<i>Dissertation on Major Or, Dissertation on Minor Or. Academic Project/Entrepreneurship</i>	6				100
Total				22				500

B. Com: Semester-VIII

SN	Paper Code	Course		Credits	L	T	P	Marks
		Type	Title					
		1	COM-801					
2	COM-802	Core	Operations Research	4	4	1	0	100
3	COM-803	Core	Supply chain and Logistic Management	4	4	1	0	100
4	COM-804	DSE	Human Resource Planning and Development	4	4	1	0	100
5	COM-805		<i>Dissertation on Major Or, Dissertation on Minor Or. Academic Project/Entrepreneurship</i>	6				100
Total				22				500

Total Credit: 176

DSE

Course Code	Course Name
COM-305	Financial Markets and Institutions
COM-306	Marketing Management
COM-405	Financial Derivative
COM-406	Human Resource Management
COM-504	Security Analysis and Portfolio Management
COM-505	Business Analysis and Valuation
COM-604	Behavioral Finance
COM-605	Financial Reporting and Analysis
COM-704	Consumer Behavior
COM-804	Human Resource Planning and Development

Events / Internships / Placements / Trips / Curricular Activities

YOUTH DAY

RAFFLES UNIVERSITY

National Youth Day

"All knowledge that the world has ever received comes from the mind;

Events:

1. Speech
2. Skit
3. Theme Dance
4. Poem Recitation
5. Essay Writing

"We are what our thoughts have made us; so take care about what you think. Words are secondary. Thoughts live; they travel far."

Happy **Swami** ¹² Jan **Vivekananda** Jayanti

"They alone live, who live for others."

Celebrating 161st Birth Anniversary

Venue: Seminar Hall/Auditorium
Timing: 10:00 AM onwards

+91 9773358794

Regards
Alabbar School of Management

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On January 12, 2024, Alabbar School of Management celebrated Youth Day on the birth anniversary of Swami Vivekanand with enthusiasm and vigor. The event commenced with inspiring speeches from the faculty, who emphasized the pivotal role of youth in shaping the future. Professors highlighted the importance of innovation, leadership, and social responsibility among young people. The celebration saw active participation from students in a variety of activities. Dance performances captivated the audience with their energy and creativity, while a thought-provoking skit addressed contemporary social issues. An essay competition showcased the eloquence and insightful perspectives of the students on topics relevant to today's youth. The day concluded with a renewed sense of purpose and commitment towards contributing positively to society, making it a memorable and inspiring event for all.

V. K. G Memorial Sports Meet





The V.K.G. Memorial Sports Meet 2024, organized by Raffles University, saw enthusiastic participation from the students of Alabbar School of Management. Displaying remarkable sportsmanship, the Alabbar team emerged victorious in the Cricket tournament, showcasing exceptional skill and teamwork. Additionally, they secured the runners-up position in Kabaddi, demonstrating their versatile athletic prowess. The event was a celebration of competitive spirit and camaraderie, with Alabbar School of Management students standing out as strong contenders in multiple sports disciplines. Their achievements in both Cricket and Kabaddi highlighted their dedication and excellence in sports.

GROUP DISCUSSION

ALABBAR SCHOOL OF MANAGEMENT
RAFFLES UNIVERSITY, NEEMRANA

GROUP Discussion

MON 26TH FEB 2024
11:30 AM - 1:00 PM

Convenors

Dr. Preeti
Dr. Satyender Yadav

Panel Experts

Dr. Sanjeev Kumar
Dr. Manoj Kumar Meet
Dr. Manjeet Sharma
Dr. Deepak Dixit
Ms. Tannu
Ms. Ritu Rawal
Ms. Nidhi
Ms. Anukriti

Venue - ASOM Department

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On February 26, 2024, the Alabbar School of Management hosted a dynamic group discussion featuring five teams of BBA and MBA students. The event focused on contemporary management challenges and innovative solutions in the business world. Each team presented well-researched perspectives, engaging in robust debates that highlighted their analytical and strategic thinking skills. This interactive forum provided students with a platform to showcase their knowledge, collaborate with peers, and receive feedback from faculty and industry experts. The event not only enhanced the participants' critical thinking and communication abilities but also fostered a spirit of teamwork and professional growth.

SEBI WORKSHOP







On February 29, 2024, the Alabbar School of Management, in collaboration with the National Securities Depository Limited (NSDL), hosted an insightful SEBI Workshop. The event featured Mr. Manoj Kumar as the keynote speaker, who enlightened students on the intricacies of the stock market and its functioning. Mr. Kumar's engaging presentation covered essential topics such as market dynamics, investment strategies, and the regulatory framework governing securities. The workshop provided a valuable platform for students to gain practical knowledge and insights, enhancing their understanding of financial markets and preparing them for future endeavors in the field.

INDUSTRIAL VISIT







The students of MBA II Semester of Alabbar School of Management, Raffles University, Neemrana embarked on an enriching industrial visit to Nidec India, located in the Japanese Zone (Neemrana) on 13 April 2024. This visit provided an invaluable opportunity for the students to gain firsthand insights into the operations of an industry renowned for its innovation and efficiency. During their time at Nidec India, the students delved into various aspects of the industry, including its functioning, human resource management practices, and the prevailing working conditions. Interacting with professionals on-site offered them a real-time understanding of industry dynamics, complementing their theoretical knowledge with practical experiences. The visit not only broadened their understanding of industrial processes but also provided them with valuable lessons in effective human resource management strategies. Overall, the industrial visit to Nidec India proved to be an illuminating experience, equipping the students with invaluable insights into the intricacies of the corporate world.

MANALI TRIP







Embarking on a four-day expedition, the students of Alabbar School of Management indulged in a transformative blend of recreation and education amidst the serene landscapes of Manali. Their journey wove through the cultural tapestry of Vashisht Ashram, the mesmerizing cascade of Jogni Waterfall, and the engineering marvel of Atal Tunnel. Venturing further, they explored the rugged beauty of Lahaul and Spiti Valley, discovering the tranquil hamlet of Sisu and the spiritual sanctuary of Manikaran Sahib. Kasol added a vibrant touch to their itinerary, brimming with lively markets and scenic vistas. This immersive experience not only rejuvenated their spirits but also enriched their understanding of nature, culture, and engineering, fostering a holistic learning environment beyond the confines of the classroom.

Guest Lecture



The Alabbar School of Management recently hosted an internship drive by IOP Paints, targeting MBA II Semester students. The selection process began with a rigorous aptitude test, followed by personal interviews. Out of numerous applicants, seven students were chosen for a paid internship. These internships span various domains including Marketing, Sales, HR, and Finance, offering the selected students invaluable industry experience and practical

knowledge. This opportunity not only enhances their academic learning but also prepares them for successful careers in their respective fields.

PLACEMENT









On May 16, 2024, Yutika Natural Pvt. Ltd. conducted a successful placement drive at Alabbar School of Management. The recruitment process began with an aptitude test, designed to evaluate the analytical and problem-solving skills of the candidates. Following the test, shortlisted students underwent a series of personal interviews, where their technical knowledge, communication skills, and cultural fit were assessed. After a rigorous selection process, six talented students from the MBA IV Semester were offered positions at Yutika Natural Pvt. Ltd. This event marks a significant achievement for both the students and the institution, reflecting the high standards of education and training provided by Alabbar School of Management.

Placement & Internship Partners





Recruited Students



Avantika Mishra
Maruti Suzuki



Sachin
Axis Bank



Lakshay
VVDN Technology



Aditya Kabra
RR Kabel



Gunesh Swami
Mount Shivalik
Industries Ltd.



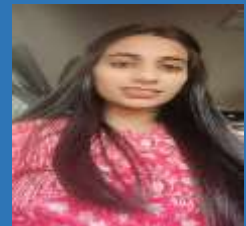
Komal Chawla
Manish Chandra &
Associates



Himanshu
Nerolac Paints



Monu
Yutika Naturals



Jyoti Rathore
Quality Council of
India



Lalit
Bhagya Decor

Selected Students for Internship (2024)



Sahil
SkillsUp 360



Tejpal
SkillsUp360



Basant
ITC



Shiksha
Parle Biscuits



Lokesh
Y&A Associates



Sachin
IOP Paints Ltd.



Ashwani
JTKET India Ltd.



Anjali
Parle Biscuits



Arun
SkillsUp360



Nishu Bai
SkillsUp 360



Umed Jangir
IOP Paints



Ritika Agarwal
SkillsUp 360



Ranjana
SkillsUp 360