

# MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD

(Accredited "A" Grade by NAAC)

Course Curriculum and Evaluation Scheme : Session - 2019-22

## PH D (MANAGEMENT)

PROGRAM NAME	<b>PH D (MANAGEMENT)</b>		
PROGRAM CODE	<b>PHBM</b>	PROGRAM ID	<b>19RBM0</b>
COURSE DELIVERY	<b>Semester With Grading</b>	COURSE TYPE	<b>Regular</b>
COURSE DURATION	<b>6 Semesters</b>	MAX DURATION	<b>12 Semesters</b>
PASS PERCENT	<b>55</b>	ATTENDENCE PERCENT	<b>75</b>

### Degree Award Definition (DIV01)

9.0	-	10.1	O
7.5	-	9.0	A+
6.0	-	7.5	A
5.5	-	6.0	B+
5.0	-	5.5	B
4.5	-	5.0	C
4.0	-	4.5	P
0.0	-	4.0	F

### Grade Point Definition (GPG01)

90	<	100	O	10
75	<	90	A+	9
60	<	75	A	8
55	<	60	B+	7
50	<	55	B	6
45	<	50	C	5
40	<	45	P	4
0	<	40	F	0

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					L	P	T	IA	UE	IA	UE		
<b>1 : PROGRAM SPECIFIC COURSES</b>												<b>SEM - 1</b>	
1	RCC101	PHMM101CCT	RESEARCH METHODOLOGY	1	4	0	0	30	70	0	0	100	4
2	RCC102	PHMM102CCT	QUANTITATIVE TECHNIQUES FOR RESEARCH	1	4	0	0	30	70	0	0	100	4
3	RBM1A1	PHMB111DST	HUMAN RESOURCE MANAGEMENT	2	4	0	0	30	70	0	0	100	4
4	RBM1A2	PHMB112DST	ORGANISATIONAL CHANGE AND DEVELOPMENT	2	4	0	0	30	70	0	0	100	4
5	RBM1A3	PHMB113DST	PERFORMANCE MANAGEMENT	2	4	0	0	30	70	0	0	100	4
6	RBM1A4	PHMB114DST	ORGANISATION BEHAVIOUR	2	4	0	0	30	70	0	0	100	4
7	RBM1A5	PHMB115DST	HUMAN RESOURCE DEVELOPMENT	2	4	0	0	30	70	0	0	100	4
8	RBM1A6	PHMB116DST	TRAINING AND DEVELOPMENT	2	4	0	0	30	70	0	0	100	4
9	RBM1A7	PHMB121DST	MARKETING MANAGEMENT	2	4	0	0	30	70	0	0	100	4
10	RBM1A8	PHMB122DST	SERVICES MARKETING	2	4	0	0	30	70	0	0	100	4
11	RBM1A9	PHMB123DST	BRAND AND PRODUCT MANAGEMENT	2	4	0	0	30	70	0	0	100	4
12	RBM1B1	PHMB124DST	ADVERTISING AND SALES MANAGEMENT	1	4	0	0	30	70	0	0	100	4
13	RBM1B2	PHMB125DST	CONSUMER BEHAVIOUR	1	4	0	0	30	70	0	0	100	4
14	RBM1B3	PHMB126DST	E-MARKETING	1	4	0	0	30	70	0	0	100	4
15	RBM1B4	PHMB131DST	FINANCIAL MANAGEMENT	1	4	0	0	30	70	0	0	100	4
16	RBM1B5	PHMB132DST	CORPORATE FINANCE	1	4	0	0	30	70	0	0	100	4
17	RBM1B6	PHMB133DST	INVESTMENT MANAGEMENT	1	4	0	0	30	70	0	0	100	4
18	RBM1B7	PHMB134DST	INTERNATIONAL FINANCE	1	4	0	0	30	70	0	0	100	4

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19	RBM1B8	PHMB135DST	FINANCIAL INSTITUTIONS AND MARKETS	1	4	0	0	30	70	0	0	100	4
20	REX1V1	PHEX101MPL	EXEMPTION IN PH D FOR M PHIL	1	0	0	0	1	0	0	0	1	0

Sl	PaperID	Paper Code	Paper Name	Paper Cat.	Periods L	P	T	Th. Marks IA	UE	Lab Marks IA	UE	Total Marks	Credits
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### 4 : NON-CGPA CBCS COURSES (OFFERED TO 2019-22 BATCH)

### SEM - 1

1	* OCU004	CCUC051NCP	PERFORMING ART(BASIC COURSE)	5	0	4	0	0	0	50	0	50	2
2	* OCU001	CCNS050NCP	NATIONAL SERVICE SCHEME	5	0	4	0	0	0	50	0	50	2
3	* OSP003	CCPE052NCP	SPORTS AND PHYSICAL EDUCATION(BADMINTON)	5	0	4	0	0	0	50	0	50	2

### End of Part /Sem - 1

#### PASS PERCENTAGE

INTERNAL ASSESSMENT (IA)	<b>55</b>
SEMESTER END EXAM (UE)	<b>55</b>
INTERNAL ASSESSMENT PRACTICAL	<b>0</b>
UE EXAM PRACTICAL	<b>0</b>
TOTAL	<b>55</b>

#### BACKLOG : MINIMUM 'CGPA'REQUIRED FOR PROMOTION

CGPA 0

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					L	P	T	IA	UE	IA	UE		
<b>1 : PROGRAM SPECIFIC COURSES</b>											<b>SEM - 2</b>		
1	RCC201	PHCC201CCP	PROGRESS REPORT	1	3	3	0	0	0	0	10	10	2

### ***End of Part /Sem - 2***

#### **PASS PERCENTAGE**

INTERNAL ASSESSMENT (IA)	<b>55</b>
SEMESTER END EXAM (UE)	<b>55</b>
INTERNAL ASSESSMENT PRACTICAL	<b>0</b>
UE EXAM PRACTICAL	<b>0</b>
TOTAL	<b>40</b>

#### **BACKLOG : MINIMUM 'PAPERS'REQUIRED FOR PROMOTION**

INTERNAL ASSESSMENT (IA)	<b>0</b>	<b>0</b>
SEMESTER END EXAM (UE)		<b>0</b>
INTERNAL ASSESSMENT PRACTICAL		<b>0</b>
UE EXAM PRACTICAL		<b>0</b>
TOTAL		<b>0</b>

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Sl	PaperID	Paper Code	Paper Name	Paper Cat.	Periods			Th. Marks		Lab Marks		Total Marks	Credits
					L	P	T	IA	UE	IA	UE		
<b>1 : PROGRAM SPECIFIC COURSES</b>											<b>SEM - 3</b>		
1	RCC301	PHCC301CCP	PROGRESS REPORT	1	3	3	0	0	0	0	10	10	6

### ***End of Part /Sem - 3***

#### **PASS PERCENTAGE**

INTERNAL ASSESSMENT (IA)	<b>55</b>
SEMESTER END EXAM (UE)	<b>55</b>
INTERNAL ASSESSMENT PRACTICAL	<b>0</b>
UE EXAM PRACTICAL	<b>0</b>
TOTAL	<b>40</b>

#### **BACKLOG : MINIMUM 'CGPA'REQUIRED FOR PROMOTION**

CGPA 0

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Sl	PaperID	Paper Code	Paper Name	Paper Cat.	Periods			Th. Marks		Lab Marks		Total Marks	Credits
					L	P	T	IA	UE	IA	UE		
<b>1 : PROGRAM SPECIFIC COURSES</b>											<b>SEM - 4</b>		
1	RCC401	PHCC401CCP	PROGRESS REPORT	1	3	3	0	0	0	0	10	10	6

### ***End of Part /Sem - 4***

#### **PASS PERCENTAGE**

#### **BACKLOG : MINIMUM 'CGPA'REQUIRED FOR PROMOTION**

INTERNAL ASSESSMENT (IA)	<b>55</b>	CGPA	<b>0</b>
SEMESTER END EXAM (UE)	<b>55</b>		
INTERNAL ASSESSMENT PRACTICAL	<b>0</b>		
UE EXAM PRACTICAL	<b>0</b>		
TOTAL	<b>40</b>		

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					L	P	T	IA	UE	IA	UE		
<b>1 : PROGRAM SPECIFIC COURSES</b>											<b>SEM - 5</b>		
1	RCC501	PHCC501CCP	PROGRESS REPORT	1	3	3	0	0	0	0	10	10	6

### ***End of Part /Sem - 5***

#### **PASS PERCENTAGE**

INTERNAL ASSESSMENT (IA)	<b>55</b>
SEMESTER END EXAM (UE)	<b>55</b>
INTERNAL ASSESSMENT PRACTICAL	<b>0</b>
UE EXAM PRACTICAL	<b>0</b>
TOTAL	<b>40</b>

#### **BACKLOG : MINIMUM 'CGPA'REQUIRED FOR PROMOTION**

CGPA 0

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					L	P	T	IA	UE	IA	UE		
<b>1 : PROGRAM SPECIFIC COURSES</b>											<b>SEM - 6</b>		
1	RCC601	PHCC601CCP	PROGRESS REPORT	1	3	3	0	0	0	0	10	10	6
2	RCC602	PHCC602CCP	VIVA VOCE	3	3	3	0	0	0	0	50	50	2

### **End of Part /Sem - 6**

#### **PASS PERCENTAGE**

#### **BACKLOG : MINIMUM 'CGPA'REQUIRED FOR PROMOTION**

INTERNAL ASSESSMENT (IA)	<b>55</b>	CGPA	<b>0</b>
SEMESTER END EXAM (UE)	<b>55</b>		
INTERNAL ASSESSMENT PRACTICAL	<b>0</b>		
UE EXAM PRACTICAL	<b>0</b>		
TOTAL	<b>40</b>		

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