



# ARYABHATTA KNOWLEDGE UNIVERSITY

Near Bus Stand, Mithapur, Patna - 800 001

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Annex - ~~277~~  
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## Notification

In light of the direction received from the Governor's Secretariat, Bihar vide memo No. BSU (Regulation)-20/2019-2535/GS(I), dated-08.10.2018, resolution taken by the Academic Council at Agenda no. 23/15 in its 15<sup>th</sup> meeting and the Executive Council at Agenda No. 07/37 in its 37<sup>th</sup> meeting, revised curriculum of Management (MBA) programme of choice based credit system (CBCS) at P.G level is adopted. Two new courses introduced i.e. Masters in Marketing and Sales Management and Masters in Retail Management, in light of the decision of subject expert committee constituted vide University notification no.2757, dated 11.07.2019 w.e.f session 2019-20 is hereby notified subject to approval of the state Govt. under relevant section of AKU Act, 2008.

By order of the Vice-Chancellor

Sd./-

Registrar (I/c)

Aryabhatta Knowledge University, Patna

Memo no. : 012/Acad/01-07/AKU/2019-3359

Date: 11.10.2019

### Copy to:

1. PA to the Vice-Chancellor, Pro Vice-Chancellor's Office, Registrar's Office and Controller of Examinations for information..
2. The Dean, School of Engineering and Technology, AKU, Patna for information.
3. The Principals/Directors, All M.B.A colleges affiliated to AKU, Patna for information and needful action.
4. The Principal Secretary, Governor's Secretariat, Rajbhawan, patna.
5. The Director, Higher Education, Education Deptt.,govt. of Bihar, Patna.

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Registrar (I/c)

Aryabhatta Knowledge University, Patna

# Syllabus

for

**Master of Business Administration  
under Choice Based Credit System (CBCS)**



आर्यभट्ट ज्ञान विश्वविद्यालय  
ARYABHATTA KNOWLEDGE UNIVERSITY

**ARYABHATTA KNOWLEDGE UNIVERSITY**

**PATNA**

(Effective from the Academic Session 2019-21)

*Chambers  
2/1/17*