



ARYABHATTA KNOWLEDGE UNIVERSITY

Mithapur, Patna - 800 001

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Notification

In light of resolution taken in the meeting of the representative of the Principals of MBA colleges affiliated to the University held on 25.01.2021, following is being implemented in anticipation of approval from the academic Council of the University:-

1. MBA Syllabus effective from 2019-21, notified vide 12/Acad/01-07/AKU/2019-3959 dated-11.10.2019 should be implemented from 3rd semester onwards.
2. In Retail Management Semester III Paper-3, 2 extra Units may be added as under.
 - A. Unit IV: Pricing – Pricing strategies, Approaches for selling prices, Price Adjustment, Using price to stimulate retail sales.
 - B. Unit V: Mall Management: Major players- Nationally and Inter-nationally, role of promoter, Identifying customers, Differentiate the mall, Real Estate pricing.
3. The '**Project Study**' mentioned in Semester III may be interchanged with '**Computer Application and Management information System**' of Semester IV along with their credits assigned.

By order of the Vice-Chancellor

Sd./-

Registrar (I/c)

Aryabhatta Knowledge University, Patna

Memo no. : 012/Acad/09-05/AKU/2016-443

Date: 05.02.2021

Copy to:

- (i) PA to the Vice-Chancellor, Pro Vice-Chancellor's Office, Registrar's Office, Controller of Examinations, Exam Section, AKU, Patna for information and Shri Vishal Ratan Kumar for uploading the information on University website.
- (ii) The Principal, All Affiliated MBA College for information and needful.

Registrar (I/c)

Aryabhatta Knowledge University, Patna