

MBA CURRICULUM

SEMESTER I

Code	Subjects
101	Managerial Accounting
102	Organisation Behaviour
103	Economics Analysis for Business
104	Business Research Methodology
105	Basics of Marketing
106	Digital Business
107	Management Fundamentals
108	Indian Economy
111	Legal Aspects of Business
113	Verbal Communication Lab
116	MS Excel
ENR2	Entrepreneurship- Managing Skills for MSMEs-Seminar
ENR23	Desk Research- Best Business Practices-Case study

Add-On course	Aptitude Training
Add-On course	Current Affairs



SEMESTER II

Code	Type	Subjects
201	Compulsory	Marketing Management
202	Compulsory	Financial Management
203	Compulsory	Human Resources Management
204	Compulsory	Operations & Supply Chain Management
207	Elective	Contemporary Frameworks in Management
208	Elective	Geopolitics & World Economic Systems
209	Elective	Start Up and New Venture Management
210	Elective	Qualitative Research Methods
211	Elective	Business, Government & Society
212	Elective	Business Process Re-engineering
213	Elective	Written Analysis and Communication Lab
214	Elective	Industry Analysis & Desk Research
215	Elective	Entrepreneurship Lab
216	Elective	SPSS

MARKETING ELECTIVES

Code	Subjects	Credits
205 MKT	Marketing Research	3
206 MKT	Consumer Behaviour	3
217 MKT	Integrated Marketing Communications	2
218 MKT	Product & Brand Management	2
219 MKT	Personal Selling Lab	2
220 MKT	Digital Marketing - I	2
221 MKT	Marketing of Financial Services - I	2
222 MKT	Marketing of Luxury Products	2

FINANCE ELECTIVES

Code	Subjects	Credits
205 FIN	Financial Markets and Banking Operations	3
206 FIN	Personal Financial Planning	3
217 FIN	Securities Analysis & Portfolio Management	2
218 FIN	Futures and Options	2
219 FIN	Direct Taxation	2
220 FIN	Financial Reporting	2
221 FIN	Retail Credit Management- Lending & Recovery	2
222 FIN	Banking Laws & Regulations	2

HRM ELECTIVES

Code	Subjects	Credits
205 HRM	Competency Based Human Resource Management	3
206 HRM	Employee Relations & Labour Legislation	3

217 HRM	Labour Welfare	2
218 HRM	Lab in Recruitment and Selection	2
219 HRM	Learning and Development	2
220 HRM	Public Relations & Corporate Communications	2
221 HRM	HR Analytics	2
222 HRM	Conflict and Negotiation Management	2

ADD ON COURSE	Aptitude Training
ADD ON COURSE	Current Affairs

SEMESTER III

Code	Type	Subjects
301	Compulsory	Strategic Management
302	Compulsory	Decision Science
303	Compulsory	Summer Internship Project
306	Elective	International Business Economics
307	Elective	International Business Environment
308	Elective	Project Management
309	Elective	Quality Management
310	Elective	Corporate Governance
311	Elective	Management of Non-profit organizations

MARKETING ELECTIVES

Code	Subjects	Credits
304 MKT	Services Marketing	3
305 MKT	Sales & Distribution Management	3

312 MKT	Business to Business Marketing	2
313 MKT	International Marketing	2
314 MKT	Digital Marketing - II	2
315 MKT	Marketing of Financial Services - II	2
316 MKT	Marketing Analytics	2
317 MKT	Marketing of High Technology Products	2

FINANCE ELECTIVES

Code	Subjects	Credits
304 FIN	Advanced Financial Management	3
305 FIN	International Finance	3
312 FIN	Behavioural Finance	2
313 FIN	Commodities Markets	2
314 FIN	Indirect Taxation	2
315 FIN	Corporate Financial Restructuring	2
316 FIN	Financial Modeling	2
317 FIN	Digital Banking	2
318 FIN	Treasury Management	2
319 FIN	Project Finance and Trade Finance	2
320 FIN	Insurance Laws & Regulations	2
321 FIN	Marine Insurance	2
322 FIN	Fire Insurance	2

HRM ELECTIVES

Code	Subjects	Credits
304 HRM	Strategic Human Resource Management 3	
305 HRM	HR Operations	3

312 HRM	Talent Management	2
313 HRM	Psychometric Testing and Assessment	2
314 HRM	HR Perspectives in Mergers and Acquisition	2
315 HRM	International HR	2
316 HRM	Mentoring and Coaching	2
317 HRM	Compensation and Reward Management 2	

ADD ON COURSE	Aptitude Training
ADD ON COURSE	Current Affairs

SEMESTER IV

Code	Type	Subjects
301	Compulsory	Enterprise Performance Management
302	Compulsory	Indian Ethos & Business Ethics
405	Elective	Global Strategic Management
406	Elective	Competing in Global Markets
407	Elective	Cyber Laws
408	Elective	CSR & Sustainability

MARKETING ELECTIVES

Code	Subjects	Credits
304 MKT	Marketing 4.0	3
305 MKT	Marketing Strategy	3
409 MKT	Customer Relationship Management	2
410 MKT	Rural & Agriculture Marketing	2
411 MKT	Tourism & Hospitality Marketing	2
412 MKT	Retail Marketing	2