

## Program Structure - MBA

YEAR-1	Sem - 1	Sem - 2
	<ul style="list-style-type: none"> <li>Quantitative Techniques &amp; Operations Research</li> <li>Accounting for Managers</li> <li>Principles of Management</li> <li>Organizational Behavior</li> <li>Marketing Management</li> <li>Managerial Economics</li> <li>Professional Communication</li> </ul>	<ul style="list-style-type: none"> <li>Production and Operations Management</li> <li>Management Information System and Spread Sheet Modelling</li> <li>Financial Management</li> <li>Research Methodology</li> <li>Human Resource Management</li> <li>Entrepreneurship and New Venture Planning</li> <li>Introduction to Science of Living</li> <li>Foundation of Indian Culture expanding</li> </ul>

YEAR-2	Sem - 3	Sem - 4
	<ul style="list-style-type: none"> <li>Business Environment</li> <li>Logistics and Supply Chain Management</li> <li>Strategic Management</li> </ul>	<ul style="list-style-type: none"> <li>Business Ethics and Corporate Governance</li> <li>Project Management</li> <li>Management Control Systems</li> </ul>

\* Electives available In Marketing, Finance, Human Resource Management, Hospitality Management and International Business

YEAR-2	Sem - 3	Sem - 4
<b>Marketing</b>	<ul style="list-style-type: none"> <li>Brand Management</li> <li>Marketing Research</li> <li>Services Marketing</li> <li>Retail Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Rural Marketing</li> <li>International Marketing</li> <li>Strategic Marketing</li> <li>Business to Business Marketing</li> </ul>
<b>Finance</b>	<ul style="list-style-type: none"> <li>Security Analysis &amp; Portfolio Management</li> <li>MFS</li> <li>Mergers &amp; Acquisitions</li> <li>International Finance</li> </ul>	<ul style="list-style-type: none"> <li>Behavioral Finance</li> <li>Financial Derivatives</li> <li>Corporate Taxation</li> <li>Corporate Finance</li> </ul>
<b>Human Resource</b>	<ul style="list-style-type: none"> <li>Compensation and Benefits management</li> <li>Performance Management and Appraisals</li> <li>HRM Strategic HRM</li> <li>Talent Management</li> </ul>	<ul style="list-style-type: none"> <li>Labor Relations and Industrial Disputes</li> <li>Leadership and Organizational Development</li> <li>Training and Development</li> <li>Employee Relationship Management</li> </ul>
<b>Hospitality Management</b>	<ul style="list-style-type: none"> <li>Fundamentals of Hospitality and Tourism Industry</li> <li>Hospitality Operations Management</li> <li>Gastronomic Tourism</li> <li>Managing the International Hospitality Service Experience</li> </ul>	<ul style="list-style-type: none"> <li>1 elective from: *Tourism Digital Distribution Strategies *Events *Revenue Management *Tourism Innovation and Entrepreneurship</li> <li>Facilities Planning</li> <li>Contemporary Strategic Management Issues in Hospitality Industry</li> <li>Dissertation</li> </ul>
<b>International Business</b>	<ul style="list-style-type: none"> <li>International Trade: Procedures and Documentation</li> <li>International Advertising</li> <li>Cross-Cultural Consumer and Buyer Behavior</li> <li>Global Strategic Management</li> </ul>	<ul style="list-style-type: none"> <li>International Business Policy and Strategy</li> <li>International Entrepreneurship</li> <li>International Trade Operations</li> <li>Advanced Business French</li> </ul>