# 2-Year Master of Business Administration (MBA)

## Year 1
### Semester 1
- Teaching Block 1: Organizational Behaviour
- Teaching Block 2: Economic Environment of Business
- Teaching Block 3: Business Communication
- Teaching Block 4: Financial Accounting
- Foundations of Indian Culture

### Semester 2
- Teaching Block 1: Marketing Management
- Teaching Block 2: Quantitative Methods
- Teaching Block 3: Managerial Economics
- Teaching Block 4: Integrated Marketing Communication
- Introduction to the Science of Living

## Year 2
### Semester 3
- Teaching Block 1: Organizational Effectiveness & Change
- Teaching Block 2: Management Decision Science
- Teaching Block 3: Financial Management
- Teaching Block 4: Consumer Behavior
- Career Planning

### Semester 4
- Teaching Block 1: Human Resource Management
- Teaching Block 2: Managerial Accounting
- Teaching Block 3: Production & Operations Management
- Teaching Block 4: Management of Information Systems
- Career Planning

## 8 Weeks of Supervised Work Experience in Industry

## Electives
- **Marketing**
  1: Brand Management
  2: Consumer Behavior
  3: Competitive Marketing
  4: Services Marketing
  5: Digital Marketing
  6: Retail Management
  7: Relationship Marketing
- **Finance**
  1: Venture Capital & Private Equity
  2: Equity Investment Management
  3: International Financial Management
  4: Management of Financial Services
  5: Risk Management
  6: Financial Reporting
  7: Security Analysis & Portfolio Management
  8: Corporate Taxation
- **HRM**
  1: Cross-cultural Management
  2: Human Resource Planning & Development
  3: Leadership, Power and Corporate Politics
  4: Negotiation, Persuasion & Social Influence Skills
  5: Performance Management
  6: Counselling Skills for Managers
  7: Compensation Management
  8: Training & Development
- **General Electives**
  1: Managing Innovation
  2: World Economy: Problems & Prospects
  3: Business at the Base of the Pyramid
  4: Economics of Competitive Strategy
  5: Doing Business in India
  6: Entrepreneurial Finance
  7: Social Enterprise in the 21st Century
  8: Globalization and Multinational Corporations

**NOTE:**
1. The MBA Program is delivered over 4 semesters with two teaching blocks of 8 weeks in each semester.
2. All Value Added Courses are non-credit (pass/fail) courses but all students have to pass in order to graduate.
3. All students have to take 2 courses from the General Elective category.

* Auro University reserves the right to make changes in the curriculum / course structure.