

MBA Programme Structure (2023 - 2025)

Semester 1 (Year 1)

Course Details	Credits
1.1 Marketing Management	4
1.2 Quantitative Techniques for Managers	4
1.3 Organizational Behaviour	4
1.4 Accounting for Managers	4
1.5 Managerial Economics	4
1.6 Business Communication	4
1.7 Introduction to Science of Living -1	4
Total Credits	24

Semester 2 (Year 1)

Course Details	Credits
2.1 Financial Management	4
2.2 Research Methodology	4
2.3 Human Resource Management	4
2.4 Management Information System	4
2.5 Production and Operations Management	4
2.6 Introduction to Science of Living -2	2
Total Credits	22

Semester 3 (Year 2)

Course Details	Credits
3.1 Strategic Management	4
3.2 Operations Research	4
3.3 Foundation of Indian Culture – I	2
Elective-1	4
Elective-2	4
Elective-3	4
Elective-4	4
Total Credits	26

Semester 4 (Year 2)

Course Details	Credits
4.1 Business Analytics	4
4.2 Logistics & Supply Chain Management	2
4.3 Foundation of Indian Culture - II	2
Elective-1	4
Elective-2	4
Elective-3	4
Elective-4	4
Total Credits	24

Summer Internship of two months: 8 Credits

Electives Available in Marketing, Finance, HR & International Business			
Marketing	Finance	HR	IB
Brand Management	Security Analysis & Portfolio Management	Compensation and Benefits management	International Trade: Procedures and Documentation
Consumer Behaviour	Management of Financial Services	Performance Management and Appraisals	International Advertising
Services Marketing	Corporate Restructuring	Strategic HRM	Cross-Cultural Consumer & Buyer Behaviour
Retail Marketing	Multinational Financial Management	Talent Management	Global Strategic Management
Marketing Analytics	Behavioural Finance and Wealth Management	HR Analytics	International Finance
International Marketing	Financial Engineering	Organizational Development and Change Management	International Entrepreneurship
Marketing Research	FINTECH	Training and Development	International Mergers and Acquisitions
Integrated Marketing Communication	Corporate Finance	Employee Relationship Management	New Product Development in Global Markets