

MBA SYLLABUS

MBA I SEMESTER		MBA II SEMESTER	
Generic Core		Generic Core	
101	Managerial Accounting	201	Marketing Management
102	Organizational Behaviour	202	Financial Management
103	Economic Analysis for Business Decisions	203	Human Resources Management
104	Business Research Methods	204	Operations & Supply Chain Management
105	Basics of Marketing		
106	Digital Business		
Generic Electives University Level (Any 3 courses)		Generic Electives University Level (Any 3 courses)	
107	Management Fundamentals	207	Contemporary Frameworks in Management
108	Indian Economy	208	Geopolitics & World Economic Systems
109	Entrepreneurship Development	209	Start Up and New Venture Management
110	Essentials of Psychology for Managers	210	Qualitative Research Methods
111	Legal Aspects of Business	211	Business, Government & Society
112	Demand Analysis & Forecasting	212	Business Process Re-engineering
Generic Electives Institute Level (Any 3 courses)		Generic Electives Institute Level (Any 1 courses)	
113	Verbal Communication Lab	213	Written Analysis and Communication Lab
114	Enterprise Analysis & Desk Research	214	Industry Analysis & Desk Research
115	Selling & Negotiation Skills Lab	215	Entrepreneurship Lab
116	MS Excel	216	SPSS
117	Business Systems & Procedures	217	Foreign Language II
118	Managing Innovation		
119	Foreign Language I		

MBA III SEMESTER		MBA IV SEMESTER	
Generic Core		Generic Core	
301	Strategic Management	401	Enterprise Performance Management
302	Decision Science	402	Indian Ethos & Business Ethics
303	Summer Internship Project*	Generic Electives University Level (Any 2 courses)	
Generic Electives University Level (Any 3 courses)		405	Global Strategic Management
306	International Business Economics	406	Technology Competition & Strategy
307	International Business Environment	407	Cyber Laws
308	Project Management	408	Corporate Social Responsibility & Sustainability
309	Knowledge Management		
310	Corporate Governance		
311	Management of Non - profit organizations		

*6 Credits

Specialization: Marketing Management (MKT)

MBA II SEMESTER		MBA III SEMESTER	
Subject Core		Subject Core	
205 MKT	Marketing Research	304 MKT	Services Marketing
206 MKT	Consumer Behaviour	305 MKT	Sales & Distribution Management
Generic Electives University Level (Any 2 courses)		Generic Electives University Level (Any 3 courses)	
217 MKT	Integrated Marketing Communications	312 MKT	Business to Business Marketing
218 MKT	Product & Brand Management	313 MKT	International Marketing
219 MKT	Personal Selling Lab	314 MKT	Digital Marketing - II
220 MKT	Digital Marketing - I	315 MKT	Marketing of Financial Services - II
221 MKT	Marketing of Financial Services - I	316 MKT	Marketing Analytics
222 MKT	Marketing of Luxury Products	317 MKT	Marketing of High Technology Products
MBA IV SEMESTER			
Subject Core			
403 MKT	Marketing 4.0		
404 MKT	Marketing Strategy		
Generic Electives University Level (Any 2 courses)			
409 MKT	Customer Relationship Management		
410 MKT	Rural & Agriculture Marketing		
411 MKT	Tourism & Hospitality Marketing		
412 MKT	Retail Marketing		
413 MKT	Retailing Analytics		
414 MKT	Marketing to Emerging Markets & Bottom of the Pyramid		

Specialization: Financial Management (FIN)

MBA II SEMESTER		MBA III SEMESTER	
Subject Core		Subject Core	
205 FIN	Financial Markets and Banking Operations	304 FIN	Advanced Financial Management
206 FIN	Personal Financial Planning	305 FIN	International Finance
Generic Electives University Level (Any 2 courses)		Generic Electives University Level (Any 3 courses)	
217 FIN	Securities Analysis & Portfolio Management	312 FIN	Behavioural Finance
218 FIN	Futures and Options	313 FIN	Technical Analysis of Financial Markets
219 FIN	Direct Taxation	314 FIN	Commodities Markets
220 FIN	Financial Reporting	315 FIN	Indirect Taxation
221 FIN	Retail Credit Management - Lending & Recovery	316 FIN	Corporate Financial Restructuring
222 FIN	Banking Laws & Regulations	317 FIN	Financial Modeling
223 FIN	Fundamentals of Life Insurance - Products and Underwriting	318 FIN	Digital Banking
224 FIN	General Insurance - Health and Vehicle	319 FIN	Treasury Management
MBA IV SEMESTER		320 FIN	Project Finance and Trade Finance
Subject Core		321 FIN	Insurance Laws & Regulations
403 FIN	Financial Laws	322 FIN	Marine Insurance
404 FIN	Current Trends & Cases in Finance	323 FIN	Fire Insurance
Generic Electives University Level (Any 2 courses)			
409 FIN	Fixed Income Securities		

410 FIN	Business Valuation		
411 FIN	Risk Management		
412 FIN	Strategic Cost Management	414 FIN	Reinsurance
413 FIN	Rural and Micro Finance	415 FIN	Agricultural Insurance

Specialization: Human Resources Management (HRM)

MBA II SEMESTER		MBA III SEMESTER	
Subject Core		Subject Core	
205 HR	Competency Based Human Resource Management	304 HR	Strategic Human Resource Management
206 HR	Employee Relations & Labour Legislation	305 HR	HR Operations
Generic Electives University Level (Any 2 courses)		Generic Electives University Level (Any 3 courses)	
217 HRM	Labour Welfare	312 HR	Talent Management
218 HRM	Lab in Recruitment and Selection	313 HR	Psychometric Testing and Assessment
219 HRM	Learning and Development	314 HR	HR Perspectives in Mergers and Acquisition
220 HRM	Public Relations & Corporate Communications	315 HR	International HR
221 HRM	HR Analytics	316 HR	Mentoring and Coaching
222 HRM	Conflict and Negotiation Management	317 HR	Compensation and Reward Management
MBA IV SEMESTER		318 HR	Performance Management System
Subject Core		319 HR	Change Management & New Technology in HRM
403 HR	Organizational Diagnosis & Development		
404 HR	Current Trends & Cases in Human Resource Management		
Generic Electives University Level (Any 2 courses)			
409 HRM	Labour Legislations		
410 HRM	Designing HR Policies		
411 HRM	Labour Economic & Costing		
412 HRM	Best Practices in HRM		

Specialization: Operations & Supply Chain Management (OSCM)

MBA II SEMESTER		MBA III SEMESTER	
Subject Core		Subject Core	
205 OSCM	Services Operations Management - I	304 OSCM	Services Operations Management - II
206 OSCM	Supply Chain Management	305 OSCM	Logistics Management
Generic Electives University Level (Any 2 courses)		Generic Electives University Level (Any 3 courses)	
217 OSCM	Planning & Control of Operations I	312 OSCM	Manufacturing Resource Planning
218 OSCM	Productivity Management	313 OSCM	Total Quality Management
219 OSCM	Inventory Management	314 OSCM	Business Excellence
220 OSCM	Theory of Constraints	315 OSCM	Toyota Production System
221 OSCM	Quality Management Standards	316 OSCM	Operations Strategy
222 OSCM	Service Value Chain Management	317 OSCM	Services Strategy
223 OSCM	Industry 4.0	318 OSCM	Operations Analytics
MBA IV SEMESTER			
Subject Core			

403 OSCM	Operations Strategy		
404 OSCM	Industry 4.0		
Generic Electives University Level (Any 2 courses)			
409 OSCM	Enterprise Resource Planning		
410 OSCM	World Class Manufacturing	413 OSCM	Services Management in Key Sectors
411 OSCM	Six Sigma for Operations	414 OSCM	Purchasing & Supplier Relationship Management
412 OSCM	Financial Perspectives in Operations Management	415 OSCM	Strategic Supply Chain Management

Specialization: Business Analytics (BA)

MBA II SEMESTER		MBA III SEMESTER	
Subject Core		Subject Core	
205 BA	Basic Business Analytics using R	304 BA	Advanced Statistical Methods using R
206 BA	Data Mining	305 BA	Machine Learning & Cognitive intelligence using Python
Generic Electives University Level (Any 2 courses)		Generic Electives University Level (Any 3 courses)	
217 BA	Marketing Analytics	312 BA	Social Media, Web & Text Analytics
218 BA	Retailing Analytics	313 BA	Operations Analytics
219 BA	Workforce Analytics	314 BA	Supply Chain Analytics
220 BA	Tableau	315 BA	Financial Analytics
221 BA	Data Warehousing Project Life Cycle Management	316 BA	Cognos Analytics
		317 BA	Predictive Modelling using SPSS Modeler
		318 BA	Foundations in Spark & Scala
MBA IV SEMESTER			
Subject Core			
403 BA	Networks, Innovation and Value Creation		
404 BA	Artificial Intelligence in Business Applications		
Generic Electives University Level (Any 2 courses)			
409 BA	E tailing Analytics		
410 BA	Insurance & Healthcare Analytics IV		
411 BA	Banking Analytics		
412 BA	Telecom Analytics		
413 BA	ETL, Data Profiling and Data Modeling		
414 BA	Cognitive Analytics Using Watson		
415 BA	Data Science using Spark and Scala		
416 BA	Unstructured Data Analytics with Hadoop / Big Data / NoSQL		