



MBA (Executive)
Programme Structure 2021-24

Opportunities to earn dual specializations (Major and Minor)

Semester I

Title of the Courses	Credits
Generic Core Courses	
Economics for Managers	3
Marketing Management	3
Human Resource Management	3
Management of Operations	2
Management Accounting	2
Research Methodology	2
Legal Aspects of Business	2
Total	17



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Semester II

Title of the Courses	Credits
Generic Core Courses	
Basic Business Statistics for Data Analysis	2
Data Driven Decision Making	2
Introduction to Financial Management	2
Management Information Systems	2
Organizational Behaviour	2
Supply Chain Management	2
R Programming	2
Management of Diverse Workforce	2
Total	16



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Semester III

Title of the Courses	Credits
Generic Core Courses	
Advanced Business Communication	3
Fundamentals of Innovation	3
Corporate Governance and Ethics	2
Introduction to Financial Markets and Institutions	2
Business Transformation and Organizational Turnaround	2
Project Management	2
Business Analytics	2
Total	16



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Semester IV

Title of the Courses	Credits
Generic Core Courses	
Indian Ethos and Values for Management	2
Total	2
Specialization Core Courses: Marketing	
International Marketing	2
Business to Business Marketing	2
Sales Force and Channel Management	2
Customer Relationship Management	2
Total	8
Specialization Core Courses: Human Resource	
International Human Resource Management	2
Labour Laws	2
Talent Management	2
Assessment Centres and HRD Instruments	2
Total	8
Specialization Core Courses : Finance	
Security Analysis and Portfolio Management	2
Derivative Markets	2
Advanced Corporate Finance	2
International Finance	2
Total	8



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Specialization Core Courses : Operations and Supply Chain Management	
Operations Strategy and Control	2
Technology in Supply Chain	2
Logistics Management	2
Procurement Management	2
Total	8
Specialization Core Courses: Analytics and IT	
Machine learning	2
Data Mining	2
Internet of Things	2
Mobile Analytics	2
Total	8
Specialization Core Courses: Innovation and Entrepreneurship	
Global and Indian Mega Trends	2
Lean Startup	2
Marketing Innovation	2
Technology Innovation	2
Total	8
Choose any one group	
Specialization: Marketing	
Integrated Marketing Communication	2
Consumer Behaviour	2
Total	4



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Specialization: Human Resource	
Compensation and Reward Management	2
Performance Management System	2
Total	4
Specialization: Finance	
Corporate Valuation	2
Behavioral Finance	2
Total	4
Specialization: Operations and Supply Chain Management	
Lean Six Sigma	2
Operations Research	2
Total	4
Specialization: Analytics and IT	
Information Risk Management	2
Digital Transformation	2
Total	4
Specialization: Innovation and Entrepreneurship	
Design Thinking	2
Creativity and Innovation	2
Total	4



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Semester V

Title of the Courses	Credits
Generic Core Courses	
Research Project	20
Strategic Management	3
Leadership and Capacity Building	2
Total	25
Specialization Core Courses : Marketing	
Retail Marketing	2
Sports and Entertainment Marketing	2
Brand Management	2
Marketing Strategy	2
Total	8
Specialization Core Courses : Human Resource	
Industrial Relations	2
Strategic Human Resource Management	2
Organizational Development and Change	2
Learning and Development	2
Total	8



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Specialization Core Courses : Finance	
Investment Banking	2
Mergers and Acquisitions	2
Fixed Income Markets	2
Financial Analytics	2
Total	8
Specialization Core Courses : Operations and Supply Chain Management	
Operations Analytics	2
Supply Chain Strategy	2
Service Operations Management	2
Warehouse Management	2
Total	8
Specialization Core Courses : Analytics and IT	
Data Visualization and modeling	2
Security Management through VAPT	2
IT Business Analysis	2
Social Media Analytics	2
Total	8



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Specialization Core Courses: Innovation and Entrepreneurship	
Business Modeling and Planning	2
Service and Process Innovation	2
Venture and Private Equity Funding	2
Product Design	2
Total	8
Specialization Group	
Specialization: Marketing	
Services Marketing	2
Digital Marketing	2
Total	4
Specialization: Human Resource	
Cross Cultural Management	2
HR Analytics	2
Total	4
Specialization: Finance	
Wealth Management	2
Commercial Banking	2
Total	4



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Specialization: Operations and Supply Chain Management	
Quality Management	2
Enterprise Risk Management	2
Total	4
Specialization : Analytics and IT	
ERP Modules and their Integration	2
IT Consulting	2
Total	4
Specialization : Innovation and Entrepreneurship	
Innovation and Entrepreneurship in India	2
Social Entrepreneurship	2
Total	4