



**Master of Business Administration
Programme Structure 2022 – 2024**

Semester I

Course Title	Credits
Generic Core Courses	
Financial Management	3
Human Resource Management	3
Marketing Management	3
Operations Management	3
Microeconomics	3
Business Statistics	2
Data Driven Decision Making	2
Financial Accounting	2
Research Methodology	2
Supply Chain Management	2
R Programming	2
Total	27
Generic Elective Courses Group	
Doing Business in India	2
Indian Ethos and Values for Management	2
Indian Film Industry: A Business Perspective	2
Total Required Credits	2
Specialization Core Courses : Marketing	
Sales Force and Channel Management	2
Consumer Behaviour and Insights	2
Total	4
Specialization Core Courses : Human Resource	
Labour Laws	2
Learning and Development	2
Total	4
Specialization Core Courses : Finance	
Financial Econometrics	2
Introduction to Financial Markets and Institutions	2
Total	4
Specialization Core Courses : Operations and Supply Chain Management	
Materials Management	2
Quality Management	2
Total	4
Specialization Core Courses : Data Analytics	
Data preparation and Data management	2
Programming for Data Sciences	2
Total	4



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Semester II

Course Title	Credits
Generic Core Courses	
Organizational Behaviour	3
Macroeconomics	3
Business Analytics for Marketing	2
Legal Aspects of Business	2
Management Accounting	2
Management Information Systems	2
Operations Research	2
Project Management	2
Cloud and Big Data	2
Integrated Disaster Management *	0
Total	20
Specialization Core Courses : Marketing	
Integrated Marketing Communication	2
Rural Marketing	2
Marketing Research	2
Total	6
Specialization Core Courses: Human Resource	
Industrial Relations	2
Compensation and Reward Management	2
Talent Management	2
Total	6
Specialization Core Courses: Finance	
Corporate Valuation	2
Financial Modeling	2
Security Analysis and Portfolio Management	2
Total	6
Specialization Core Courses: Operations and Supply Chain Management	
Logistics Management	2
Service Operations Management	2
Supply Chain Modeling and Design	2
Total	6
Specialization Core Courses : Data Analytics	
Data Mining	2
Predictive Analytics	2
Machine Learning	2
Total	6
* Satisfactory completion of the non letter grade course 'Integrated Disaster Management' is mandatory for award of degree.	



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Semester III

Course Title	Credits
Generic Core Courses	
Summer Internship	10
Strategic Management	3
Data Visualization and modeling	2
Design Thinking	2
Research Publication *	0
Total	17
Specialization Core Courses: Marketing	
Brand Management	2
Business to Business Marketing	2
Total	4
Specialization Core Courses: Human Resource	
Organizational Development and Change	2
Management of Diverse Work Force	2
Total	4
Specialization Core Courses: Finance	
Derivative Markets	2
Fixed Income Markets	2
Total	4
Specialization: Operations and Supply Chain Management	
Lean Six Sigma	2
Digital Manufacturing and Analytics	2
Total	4
Specialization Core Courses : Data Analytics	
Data Protection and Privacy	2
Social Media Analytics	2
Total	4
Open Specialization group	
Specialization: Marketing	
Digital Marketing	2
Retail Marketing	2
Services Marketing	2
Customer Relationship Management	2
Total Required Credits	8
Specialization : Human Resource	
Assessment Centres and HRD Instruments	2
Technology in HR /SAP HR/ People Soft	2



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HR Analytics	2
Leadership and Capacity Building	2
Total Required Credits	8
Specialization : Finance	
Mergers and Acquisitions	2
International Finance	2
Financial Engineering and Analytics	2
Financial Risk Management	2
Total Required Credits	8
Specialization : Operations and Supply Chain Management	
ERP Modules and their Integration	2
Outsourcing and IT Delivery Models	2
Theory of Constraints	2
AI and ML for Business Management	2
Total Required Credits	8
Specialization : Data Analytics	
Digital Transformation	2
Innovation Management	2
Mobile Analytics	2
Internet of Things	2
Total Required Credits	8
* Satisfactory completion of the non letter grade course 'Research Publication' is mandatory for award of degree.	

Semester IV

Course Title	Credits
Generic Core Courses	
Business Simulation	2
Business Transformation and Organizational Turnaround	2
Conflict and Negotiation	2
Corporate Governance and Ethics	2
Dissertation	2
Total	10
Specialization Core Courses: Marketing	
International Marketing	2
Total	2
Specialization Core Courses: Human Resource	
International Human Resource Management	2



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Total	2
Specialization Core Courses: Finance	
Investment Banking	2
Total	2
Specialization Core Courses: Operations and Supply Chain Management	
Enterprise Risk Management	2
Total	2
Specialization Core Courses : Data Analytics	
Risk Analytics	2
Total	2

Note : Subject to change. Subject to university approval