

## Syllabus

### MBA- I (Semester I & II)

Subject Code	Semester I	Subject Code	Semester II
	<b>Generic Core Courses (Compulsory)</b>		<b>Generic Core Courses (Compulsory)</b>
101	Accounting for Business Decisions	201	Marketing Management
102	Economic Analysis for Business Decisions	202	Financial Management
103	Legal Aspects of Business	203	Human Resource Management
104	Business Research Methods	204	Decision Science
105	Organizational Behaviour	205	Operations & Supply Chain Management
106	Basics of Marketing	206	Management Information Systems
	<b>Generic Elective Courses (Select Any 4)</b>		<b>Generic Elective Courses (Select Any 4)</b>
107	Management Fundamentals	207	Emotional Intelligence and Managerial Effectiveness Lab
108	Business Communication Lab	208	Statistical Software Lab
109	MS Excel & Advanced Excel Lab	209	MS Project Lab
110	Selling & Negotiation Skills Lab	210	Life Skills Lab
111	Business, Government & Society	211	Geopolitics & the World Economic System
112	Leadership Lab	212	Business Systems & Procedures
113	Personality Development Lab	213	Computer Aided Personal Productivity Tools Lab
114	Foreign Language - I Lab	214	Foreign Language - II Lab
115	Enterprise Analysis - Desk Research	215	Industry Analysis - Desk Research

**MBA-II (Semester III & IV)**

**Semester III:**

<b>Specialization</b>	<b>Marketing Management</b>	<b>Finance Management</b>	<b>Human Resource Management</b>	<b>International Business Management</b>	<b>Supply Chain Management</b>
<b>Subject Code</b>	<b>Generic Core Courses (Compulsory &amp; Common for all Specialization)</b>				
301	Strategic Management				
302	Enterprise Performance Management				
303	Startup and New Venture Management				
304	Summer Internship Project				
	<b>Subject Core Courses (Compulsory subject for Respective Specialization)</b>				
305	Contemporary Marketing Research	Financial Regulatory Framework	Labour Laws	International Business Economics	Essentials of Supply Chain Management
306	Consumer Behaviour	Merchant Banking and Financial Services	Performance Management	Export Documentation And Procedures	Logistics Management
	<b>Subject Elective Courses (Select Any 4 from respective Specialization)</b>				
307	Integrated Marketing Communications	Income Tax – I	Employee Health & Safety	International Management	Managing Material Flow in Supply Chains
308	Product Management	Project Finance	Employee Welfare	International Marketing	Inventory Management
309	Strategic Brand Management	Strategic Cost Management	HR Audit	International Marketing Research	Purchasing & Supplier Relationship Management - I
310	Personal Selling Lab	Corporate Financial Reporting	Human Resource Information System	International Financial Management	Six Sigma
311	Qualitative Marketing Research	International Financial Reporting Standards	Outsourcing of HR	Global IT Management	Supply Chain Planning
312	Customer Relationship Management	Corporate Financial Restructuring	Public Relations & Corporate Communication	Global Logistics & Supply Chains	Supply Chain Coordination
313	Marketing and the Law	Equity Research	Quality Management System	Designing Organizations for Uncertain Environment	Decision Modeling for Supply Chains
314	Finance for Marketing Professionals	Credit Analysis and Appraisal	Lab in Recruitment and Selection	Legal Dimensions of International Business	Theory of Constraints
315	Marketing of Financial Services - I	Banking Operations - I	Lab in Job Design and Analysis	Global Strategic Management	Theory of Constraints
316	Tourism	Treasury	Lab in Training	International	

	Marketing	Management		Relations & Management	
317	Agricultural Marketing	Financial Instruments and Derivatives	Lab in Labour Laws – I	Foreign Language for International Business – I	
318	Business to Business Marketing	Financial Statement Analysis			
319		Futures & Options			
320		Back Office Operations			
321		Principles of Insurance			
322		Rural Financial Institutions			
323		Social finance for Inclusive Growth - I			

#### Semester IV:

Specialization	Marketing Management	Finance Management	Human Resource Management	International Business Management	Supply Chain Management
<b>Subject Code</b>	<b>Generic Core Courses (Compulsory &amp; Common for all Specialization)</b>				
401	Managing for Sustainability				
402	Dissertation				
	<b>Subject Core Courses (Compulsory subject for Respective Specialization)</b>				
403	Services Marketing	International Finance	Industrial Relations	International Business Environment	Strategic Supply Chain Management
404	Sales and Distribution Management	Corporate Finance	Strategic Human Resource Management	Indian Economy and Trade Dependencies	Knowledge Management in Supply Chains
	<b>Subject Elective Courses (Select Any 4 from respective Specialization)</b>				
405	Retail Marketing	Income Tax – II	Organizational Design and Development	Environment & Global Competitiveness	Green Logistics & Supply Chains
406	Rural Marketing	Infrastructure Finance	Global HR	Marketing to Emerging Markets & Bottom of the Pyramid	Enterprise Resource Planning
407	Service Operations Management	Behavioral Finance	Employee Reward Management	Cross-Cultural Relationship Marketing	Purchasing & Supplier Relationship Management – II
408	International Marketing	Financial Modeling	Change Management	Foreign Exchange	Supply Chain Risk

		Using Excel		Management	Management
409	Export Documentation & Procedures	Indirect Taxation	Conflict & Negotiation Management	E Commerce	Project Management
410	MKT Marketing Strategy	Financial Risk Management	Lab in CSR	Enterprise Resource Planning	Supply Chain Performance Measurement
411	Marketing Decision Models	Online Trading of Financial Assets	Lab in Industrial Relations	Global HR	Supply Chain Management – Financial Perspectives
412	Marketing of High Technology Products	Banking Operations – II	Lab in Legal Compliances	WTO and Intellectual Property Rights	SCM Global Logistics
413	E-Marketing	Wealth & Portfolio Management	Lab in Mentoring and Coaching	Global Competitiveness and Strategic Alliances	Supply Chain Practices– II
414	Marketing to Emerging Markets & Bottom of the Pyramid	Fixed Income Securities	Best Practices in HR	International Diversity Management	
415	Marketing of Financial Services - II	Technical Analysis	Designing HR Policies	Foreign Language for International Business – II	
416	Cross Cultural Relationship Marketing	Commodity Markets and Derivatives	Competency Mapping		
417		Practice of Life Insurance			
418		Information Systems Audit			
419		Practice of General Insurance			
420		Financing Rural Development			
421		Social finance for Inclusive Growth - II			