

## 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

Specialization	Marketing Management	Finance Management	Human Resource Management	Operations Management	Supply Chain Management
<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	Direct Taxation	Labour & Social Security Laws	Planning & Control of Operations	Essentials of Supply Chain Management
306	Consumer Behaviour	Financial System of India, Markets and Services	Human Resource Accounting & Compensation Management	Inventory Management	Logistics Management
	<b>Subject Elective Courses (Select Any 4 from respective Specialization)</b>				
307	Integrated Marketing Communications	Strategic Cost Management	Employee Health, Safety & Welfare	Productivity Management	Managing Material Flow in Supply Chains
308	Product Management	Corporate & International Financial Reporting	Compensation Management	Maintenance Management	Inventory Management
309	Strategic Brand Management	Corporate Finance	HR Audit	Facilities Planning	Purchasing & Supplier Relationship Management - I
310	Personal Selling Lab	Corporate Financial Restructuring	Human Resource Information System	Manufacturing Resource Planning	Six Sigma
311	Qualitative Marketing Research	Equity Research, Credit Analysis & Appraisal	Outsourcing of HR	Technology Management	Supply Chain Planning

312	Customer Relationship Management	Rural Financial Institutions	Public Relations & Corporate Communication	Six Sigma	Supply Chain Coordination
313	Marketing and the Law	Banking Operations - I	Quality Management System	Designing Operations Systems	Decision Modeling for Supply Chains
314	Finance for Marketing Professionals	Treasury Management	Lab in Recruitment and Selection	Toyota Production Systems	Theory of Constraints
315	Marketing of Financial Services - I	Futures & Options	Lab in Job Design and Analysis	Project Management	Supply Chain Practices - I
316	Tourism Marketing	Financial Instruments & Derivatives	Lab in Training	Theory of Constraints	
317	Agricultural Marketing		Lab in Labour Laws – I		
318	Business to Business Marketing		Lab in Personnel Administration & Apply Producers		

#### Semester IV:

Specialization	Marketing Management	Finance Management	Human Resource Management	Operations 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	Indirect Taxation	Employment Relations	Operations Strategy & Research	Strategic Supply Chain Management
404	Sales and Distribution Management	International Finance	Strategic Human Resource Management	Total Quality Management	Knowledge Management in Supply Chains
	<b>Subject Elective Courses (Select Any 4 from respective Specialization)</b>				
405	Retail Marketing	Behavioral Finance	Organizational Design and Development	Quality Management Standards	Green Logistics & Supply Chains

406	Rural Marketing	Financial Modeling using Excel	Global HRI	World Class Manufacturing	Enterprise Resource Planning
407	Service Operations Management	Financial Risk Management	Employee Reward Management	Business Process reengineering	Purchasing & Supplier Relationship Management – II
408	International Marketing	Online Trading of Financial Assets	Change Management	Enterprise Resource Planning	Supply Chain Risk Management
409	Export Documentation & Procedures	Banking Operations – II	Conflict & Negotiation Management	Financial Perspectives in Operations Management	Project Management
410	Marketing Strategy	Wealth & Portfolio Management	Lab in CSR	Service Operations Management	Supply Chain Performance Measurement
411	Marketing Decision Models	Fixed Income Securities & Technical Analysis	Lab in Industrial Relations	Business Process Management	Supply Chain Management – Financial Perspectives
412	Marketing of High Technology Products	Commodity Markets	Lab in Legal Compliances	Challenges and Opportunities in Operations Management	Global Logistics
413	E-Marketing and analytics	Financing Rural Development	Lab in Mentoring and Coaching	Lean Manufacturing	Supply Chain Practices– II
414	Marketing to Emerging Markets & Bottom of the Pyramid	Principles of Insurance	Emerging Trends in HR		
415	Marketing of Financial Services - II		Designing HR Policies		
416	Cross Cultural Relationship Marketing		Competency Mapping		

