

MASTER OF BUSINESS ADMINISTRATION

PRE-SEMESTER	I SEMESTER	II SEMESTER	III SEMESTER	IV SEMESTER
Program Orientation Module	<ul style="list-style-type: none">Fundamental CoursesCertification CoursesNon-CGPA Courses		<ul style="list-style-type: none">Core and Electives CoursesPre-placement Workshop	

CORE COURSES

- Principles and Practices of Management
- Managerial Economics
- Accounting for Managers
- Statistics for Managerial Decision Making
- Business Ethics and CSR
- Business Communication
- Computer Applications
- Marketing Management
- Organizational Behaviour
- Research Methodology
- Operations Research
- Financial Management
- Business Environment
- Human Resource Management
- Total Quality Management
- Business Legislations
- Strategic Management
- Management Information System

MARKETING ELECTIVES

- Consumer Behaviour
- Sales and Distribution Management
- Branding and Integrated Communication
- Service Marketing and Retail Management

FINANCE ELECTIVES

- Financial Markets and Services
- Security Analysis & Portfolio Management
- Project Appraisal and Finance
- Financial Risk Management

GENERIC ELECTIVES

- Production and Operations Management
- Entrepreneurship & Small Business Mgmt.
- Supply Chain Management
- Financial Econometrics
- Marketing Analytics
- HR Analytics
- Financial Analytics
- Business Analytics

SPECIALIZATIONS OFFERED

- HR
- Marketing
- Finance

HR ELECTIVES

- Human Resource Development and Organizational Development
- Legal Framework Governing Industrial Relations
- Compensation Planning
- Talent Management

NON- CGPA CREDIT COURSES IN THE AREAS OF

- Digital Marketing Courses
- Human Resource Management Courses
- Ms Office / SAP Courses
- Export Procedure & Documentation



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MBA


(FULL TIME)




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