



COURSE STRUCTURE

MBA⁺

FIRST YEAR

1st Semester

Managerial Economics | Marketing Management | Organizational Behaviour | Management Principles | Decision Science | Business Communication | Financial Accounting and Analysis | Business Law | Business Environment & Ethics

2nd Semester

Corporate Finance | Indian Financial Systems and Services | Human Resources Management | Business Research | Operations Management | International Business Fundamentals of ERP | Corporate Strategy | Entrepreneurship Development

SECOND YEAR

ONLY ELECTIVES

MARKETING

3rd Semester

Consumer Behaviour | Sales & Distribution Management | Digital & Social Media Marketing | Service Marketing

4th Semester

Retail Marketing | Branding & Advertisement | B2B Marketing

FINANCE

3rd Semester

Security Analysis & Portfolio Management | Financial Derivatives | Management Accounting | Project Appraisal and Finance

4th Semester

Direct Taxation Behavioural Finance | Direct Taxation Behavioural Finance

HUMAN RESOURCES

3rd Semester

Manpower Planning | Employee Relations | Compensation and Benefit Management | Performance Management System

4th Semester

Team Dynamics at work | Strategic HRM | Human Resource Metrics & Analytics

OPERATIONS MANAGEMENT

3rd Semester

Supply Chain Management & Logistic | Pricing & Revenue Management | Operations Strategy | Sales & Operation Planning

4th Semester

Management of Manufacturing System | Sourcing Management | Operations Research Applications

SYSTEMS MANAGEMENT

3rd Semester

Data Mining for Business Decisions | Management of Digital innovation | E-Commerce and Digital Markets | Managing Digital Platforms

4th Semester

Business Analytics | Managing Software Projects | E-Commerce and ERP