



MBA Curriculum & Credit Distribution

MBA Program

Credit Distribution					
Semester	Total Credits	Core Courses	Electives	Communication & Soft Skills	Internships & Projects
I	26	22.5	0	1.5	2
II	29	22.5	0	2.5	4
III	24	9	15	0	0
IV	26	4.5	15	1.5	5
Total	105	58.5	30	5.5	11

Course Curriculum

Semester - I			Semester - II		
Sr.	Course	Credit	Sr.	Course	Credit
1	Marketing Management - I	3	1	Marketing Management - II	3
2	Organisational Behaviour	3	2	Human Resource Management	3
3	Managerial Economics	3	3	Macro and Indian Economic Policy	3
4	Financial Accounting and Analysis	3	4	Financial Management	3
5	Operations Management - I	3	5	Operations Management - II	3
6	Quantitative Techniques	3	6	Operations Research	3
7	Legal Aspects of Business	3	7	Cost and Management Accounting	3
8	Computer Applications in Management	1.5	8	Management Information System	1.5
9	Managerial Oral Communication (MOC)	1.5	9	Written Analysis and Communication (WAC)	1.5
			10	Soft Skills	1
10	Social Immersion Project	2	11	Corporate Internship	4
	Total	26		Total	29

Semester - III			Semester - IV		
Sr.	Course	Credit	Sr.	Course	Credit
1	Strategic Management	3	1	Business Ethics	1.5
2	Business Research Methods	3	2	Business Analytics	3
3	Entrepreneurship	3	3	Soft Skills	1.5
-	-	-	4	Industry Project	5
	Electives - 5	15		Electives - 5	15
	Total	24		Total	26

List of Electives (Selected)

Marketing		Finance	
Course	Credit	Course	Credit
Consumer Behaviour	3	Investment Analysis and Portfolio Management	3
B2B Marketing	3	Banking and Insurance	3
Sales and Distribution	3	Corporate Finance	3
Digital Marketing	3	Strategic Financial Management	3
Content Marketing	1.5	Mergers and Acquisitions	3
Social Media Marketing	1.5	Financial Derivatives	3
Strategic Brand Management	3	International Finance	3
Services Marketing	3	Taxation Management	3
International Marketing	3	Investment Banking	3
Customer Relationship Management	3	Mutual Funds	1.5
Advertising and Sales Promotion	3	Wealth Management	1.5
Human Resource Management		Operations Management	
Talent Management	3	Supply Chain Management	3
Employee Engagement	3	Logistics Management	3
Compensation and Reward Management	3	Services Operations Management	3
Performance Management Systems	3	Total Quality Management	3
Team Dynamics at Work	3	Project Management	3
Strategic HRM	3	Lean Six Sigma	3
Cross Cultural Management	1.5	Strategic Quality Control	3
Understanding Self: Indian Perspective	1.5	Procurement Management	3
Occupational Testing	1.5		
Work Life Balance	1.5		

Strategic Management		Electives in Emerging Areas	
Course	Credit	Course	Credit
Project Management	3	E-Commerce and Digital Markets	3
Corporate Governance	3	Social Enterprise Management	1.5
New Venture Planning	3	Electives in Emerging Areas	
Management of Innovations	1.5	Export Import Management	3
Design Thinking	1.5	International Trade Laws	3
Indian Models of Entrepreneurship	3		