

**Navrachana University, Vadodara
School of Business and Law
MBA Program 2026-27**

Semester - I			Semester - II		
Sr.	Course	Credit	Sr.	Course	Credit
1	Introduction To Marketing.	3	1	Marketing Management	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	Quantitative Techniques	3	5	AI in Business Decisions	3
6	Legal Aspects of Business	3	6	Operations Management	3
7	Computer Applications in Management	2	7	Business Ethics	2
8	Communication For Managers	3	8	Soft Skill Development	2
9	Social Immersion Project	2	9	Corporate Internship	4
Total		25	Total		26
Semester - III			Semester - IV		
Sr.	Course	Credit	Sr.	Course	Credit
1	Business Research Methods	3	1	Business Policy and Strategic Management	3
2	Business Analytics	3	2	Design Thinking	2
3	Entrepreneurship	3	4	Management Research Project	5
<i>Discipline Specific Electives - 4</i>		12	<i>Discipline Specific Electives - 4</i>		12
Total		21	Total		22

Total Credits = 105

Mandatory Credit = 94

CBCS Elective Credits = 11

A Student is free to select courses from other programs (outside the management domain) spreading

Mandatory Workshops in ERP and Management Information Systems (MIS) and Data Visualisation

List of Discipline Specific Electives

Group 1		
Performance Management	3	
Banking and Insurance	3	
Supply Chain Management	3	
Advertising and Promotion	3	
Group 2		
Talent Acquisition & Management	3	
Quality Management	3	
Taxation Management	3	
Customer Relationship Management	3	
Group 3		
Portfolio Management	3	
Group 1		
Strategic Human Resource Management	3	
Coporate Finance	3	
Strategic Marketing	3	
International Business	3	
Group 2		
HR Analytics	3	
Financial Analytics	3	
Marketing Analytics	3	
Underwriting and Claims Management	3	
Group 3		
Mutual Funds and Alternate Investment Funds	3	

Labour Legislations and Industrial Relations	3
Consumer behavior	3
Operations Research	3
Group 4	
E-Commerce and Digital Markets	3
Learning and Development	3
Export Import Management	3
Personal Finance	

Compensation Management	3
Social Media Marketing	3
Project Management	3
Group 4	
Principles of Branding	3
Organizational Change and Development	3
Logistics Management	3
Cost and Management Accounting	3

Additional Electives	
Cross Cultural HRM	3
Sales Management	3
Negotiation Management	2

Additional Electives	
ESG Reporting	
Risk Management and Reinsurance	3
Business Forecasting	3

