



**Master of Business Administration  
Programme Structure 2023-25**

**Semester I**

Course Title	Credit
<b>Generic Core Courses</b>	
Financial Management	3
Human Resource Management	3
Marketing Management	3
Operations Management	3
Microeconomics	3
Business Statistics	2
Data Driven Decision Making	2
Financial Accounting	2
Research Methodology	2
Supply Chain Management	2
R Programming	2
<b>Total</b>	<b>27</b>
<b>Generic Elective Course Group (Choose any one course)</b>	
Doing Business in India	2
Indian Ethos and Values for Management	2
Indian Film Industry: A Business Perspective	2
<b>Total Required Credits</b>	<b>2</b>
<b>Specialization Core Courses : Marketing</b>	
Sales Force and Channel Management	2
Consumer Behaviour and Insights	2
<b>Total</b>	<b>4</b>
<b>Specialization Core Courses : Human Resource</b>	
Labour Laws	2
Learning and Development	2
<b>Total</b>	<b>4</b>
<b>Specialization Core Courses : Finance</b>	
Financial Econometrics	2
Introduction to Financial Markets and Institutions	2
<b>Total</b>	<b>4</b>
<b>Specialization Core Courses : Operations and Supply Chain Management</b>	
Materials Management	2
Quality Management	2
<b>Total</b>	<b>4</b>
<b>Specialization Core Courses : Data Analytics</b>	
Data preparation and Data management	2
Programming for Data Sciences	2
<b>Total</b>	<b>4</b>

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**Semester II**

Course Title	Credit
<b>Generic Core Courses</b>	
Organizational Behaviour	3
Macroeconomics	3
Business Analytics for Marketing	2
Legal Aspects of Business	2
Management Accounting	2
Management Information Systems	2
Operations Research	2
Project Management	2
Cloud and Big Data	2
Integrated Disaster Management	0
Total	20
<b>Specialization Core Courses : Marketing</b>	
Integrated Marketing Communication	2
Rural Marketing	2
Marketing Research	2
Total	6
<b>Specialization Core Courses : Human Resource</b>	
Industrial Relations	2
Compensation and Reward Management	2
Talent Management	2
Total	6
<b>Specialization Core Courses : Finance</b>	
Corporate Valuation	2
Security Analysis and Portfolio Management	2
Flexi-Credit Course	2
Total	6
<b>Specialization Core Courses : Operations and Supply Chain Management</b>	
Logistics Management	2
Service Operations Management	2
Supply Chain Modeling and Design	2
Total	6
<b>Specialization Core Courses : Data Analytics</b>	
Data Mining	2
Predictive Analytics	2
Machine learning	2
Total	6

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**Semester III**

Course Title	Credit
<b>Generic Core Courses</b>	
Summer Internship	10
Strategic Management	3
Data Visualization and Modeling	2
Design Thinking	2
Total	17
<b>Specialization Core Courses : Marketing</b>	
Brand Management	2
Business to Business Marketing	2
Total	4
<b>Specialization Core Courses : Human Resource</b>	
Organizational Development and Change	2
Performance Management System	2
Total	4
<b>Specialization Core Courses : Finance</b>	
Derivative Markets	2
Fixed Income Markets	2
Total	4
<b>Specialization Core Courses : Operations and Supply Chain Management</b>	
Digital Manufacturing and Analytics	2
Lean Six Sigma	2
Total	4
<b>Specialization Core Courses : Data Analytics</b>	
Data Protection and Privacy	2
Social Media Analytics	2
Total	4
<b>Specialization Elective Group (Choose any one group)</b>	
<b>Specialization : Marketing</b>	
Customer Relationship Management	2
Digital Marketing	2
Retail Marketing	2
Services Marketing	2
Total Required Credits	8
<b>Specialization : Human Resource</b>	
Assessment Centres and HRD Instruments	2
HR Analytics	2
Leadership and Capacity Building	2
Technology in HR /SAP HR/ People Soft	2
Total Required Credits	8
<b>Specialization : Finance</b>	
Financial Engineering and Analytics	2



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Financial Risk Management	2
International Finance	2
Mergers and Acquisitions	2
Total Required Credits	8
Specialization : Operations and Supply Chain Management	
AI and ML for Business Management	2
ERP Modules and their Integration	2
Outsourcing and IT Delivery Models	2
Theory of Constraints	2
Total Required Credits	8
Specialization : Data Analytics	
Digital Transformation	2
Innovation Management	2
Internet of Things	2
Mobile Analytics	2
Total Required Credits	8



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**Semester IV**

Course Title	Credit
Generic Core Courses	
Business Simulation	2
Business Transformation and Organizational Turnaround	2
Conflict and Negotiation	2
Corporate Governance and Ethics	2
Dissertation	2
Total	10
Specialization Core Courses : Marketing	
International Marketing	2
Total	2
Specialization Core Courses : Human Resource	
International Human Resource Management	2
Total	2
Specialization Core Courses : Finance	
Investment Banking	2
Total	2
Specialization Core Courses : Operations and Supply Chain Management	
Enterprise Risk Management	2
Total	2
Specialization Core Courses : Data Analytics	
Risk Analytics	2
Total	6