

## MBA PROGRAM STRUCTURE

<u>First Semester</u>	<b>Credits</b>
• Accounting for Managers	4
• Managerial Leadership and Organizational Behaviour	4
• Quantitative Techniques	4
• Managerial Economics	4
• English for Career Development	2
<u>Second Semester</u>	
• Marketing Management	4
• Financial Management	4
• Human Resource Management	4
• Productions and Operations Management	4
• Fundamentals of Statistics	2
• Digital Business Models	2
• Communication Skills for University Success	2
<u>Third Semester</u>	
Core Subjects	
• Strategic Management	4
• Research Methodology	4
• Sustainability & the Circular Economy	2
• Professional development: Improve yourself, always	2
Specialization 1	
• Elective 1	4
• Elective 2	4
Specialization 2	
• Elective 1	4
• Elective 2	4
<u>Fourth Semester</u>	
Core Subjects	
• Thesis	16
• Entrepreneurship and New Venture Creation/Planning	3
Specialization 1	
• Elective 1	3
• Elective 2	3
Specialization 2	
• Elective 1	3
• Elective 2	3

Learners will be allowed to select any two specializations during the third semester. Once selected, the same will continue in 4<sup>th</sup> semester

**Total Credit= 99**

Program Specializations/Electives

<b>Electives</b>	<b>Third Semester</b>	<b>Fourth Semester</b>
Marketing	<ul style="list-style-type: none"> <li>• Consumer Behaviour</li> <li>• Advertising &amp; Sales Management</li> </ul>	<ul style="list-style-type: none"> <li>• International Marketing</li> <li>• Service Marketing</li> </ul>
Human Resources Management	<ul style="list-style-type: none"> <li>• Training and Development</li> <li>• Manpower Planning and Performance Management</li> </ul>	<ul style="list-style-type: none"> <li>• Industrial Relation and Labour Laws</li> <li>• Compensation Management</li> </ul>
Financial Management	<ul style="list-style-type: none"> <li>• Risk Management</li> <li>• Security Analysis and Portfolio Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Financial Management</li> <li>• Tax Planning and Management</li> </ul>
Banking and Insurance	<ul style="list-style-type: none"> <li>• Principles of Banking and Insurance</li> <li>• Legal Aspects of Banking and Insurance</li> </ul>	<ul style="list-style-type: none"> <li>• IT in Banking and Insurance</li> <li>• Risk Management in Banking and Insurance</li> </ul>