



ASSAM
down town
UNIVERSITY

NAAC A+ Accredited & UGC 12(B) Status Holder

Assam down town University

Established Vide The Assam Act. No. VIII of 2010, Gazette No. LGL.9/2010/11

Promoted by: **down town**
Charity Trust

MBA PROGRAM STRUCTURE

First Semester

Credits

- Accounting for Managers 4
- Managerial Leadership and Organizational Behaviour 4
- Quantitative Techniques 4
- Managerial Economics 4

Second Semester

- Marketing Management 4
- Financial Management 4
- Human Resource Management 4
- Production and Operations Management 4
- Fundamentals of Statistics 3

Third Semester

Core Subjects

- Strategic Management 4
- Research Methodology 4
- Fundamentals of Computer Applications 4
- Organisational Study 4

Specialization

- Specialization 1: Elective 1 3
- Specialization 1: Elective 2 3
- Specialization 2: Elective 1 3
- Specialization 2: Elective 2 3

Fourth Semester

Core Subjects

- Thesis 16
- Entrepreneurship and New Venture Planning 4
- Business Environment 4

Specialization

- Specialization 1: Elective 3 3
- Specialization 1: Elective 4 3
- Specialization 2: Elective 3 3



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- Specialization 2: Elective 4

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Learners will have to select any two specializations during the third semester. Once selected, the same will continue till 6th semester

Total Credit= 99

PROGRAMME SPECIALIZATIONS/ PROGRAM ELECTIVES

Specialization	Third Semester	Fourth Semester
Marketing	• Consumer Behaviour • Advertising & Sales Management	• International Marketing • Service Marketing
Human Resources Management	• Training and Development • Manpower Planning and Performance Management	• Industrial Relation and Labour Laws • Compensation Management
Financial Management	• Risk Management • Security Analysis and Portfolio Management	• Strategic Financial Management • Tax Planning and Management
Banking and Insurance	• Principles of Banking and Insurance • Legal Aspects of Banking and Insurance	• IT in Banking and Insurance • Risk Management in Banking and Insurance