

**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**Programme Duration- 2 years (Full Time/Part Time)**  
**Programme Structure**

FIRST SEMESTER		SECOND SEMESTER	
Course Title	Total Credits	Course Title	Total Credits
Marketing Management	4	Strategic Human Resource Management	4
Accounting & Finance	4	Operations Research	4
Management and Organisational Behaviour	4	Leveraging Information & Technology in Global Business	4
Economic Analysis	4	Research Methods & Report Preparations	4
Soft Skills	--	<b>TOTAL</b>	<b>16</b>
<b>TOTAL</b>	<b>16</b>		
THIRD SEMESTER		FORTH SEMESTER	
Operations & Supply Chain Management	4	Business Export Strategy	4
Strategic Management	4	Corporate Social Responsibility & Sustainability Management	4
Ethics, Governance and Sustainability	--	<b>Elective Papers in Marketing</b>	
<b>Elective Papers in Marketing</b>		Retail & Sales Management	4
Product & Brand Management	4	Consumer Behaviour	4
Marketing of Services	4	<b>Elective Papers in Finance</b>	
<b>Elective Papers in Finance</b>		Security Analysis & Portfolio Management	4
Mergers, Acquisitions & Re- Structuring	4	Strategic Financial Management	4
Corporate Tax Planning	4	<b>Elective Papers in HR</b>	
<b>Elective Papers in HR</b>		Recruitment Selection Training & Development	4
Industrial Relations & Labor Laws	4	Performance Appraisal & Potential Evaluation	4
Management of Change & Compensation Management	4	<b>Elective Papers in IT</b>	
<b>Elective Papers in IT</b>		Systems Engineering & Project Management	4
Data Warehousing & Data Mining	4	Workflow, ERP & BPR	4
Data Communications, Networking & Emerging Computing Environments	4	<b>TOTAL</b>	<b>16</b>
<b>TOTAL</b>	<b>16</b>	<b>Dissertation</b>	<b>10</b>
<b>Summer Internship</b>	<b>4</b>		

**Career Opportunity**

Banking – Insurance – FMCG – Retail – Manufacturing – Distributorship – Human Resources

**Program Feature**

- ❖ Develop Critical Thinking Etc
- ❖ Provides Interaction with Corporate Heads
- ❖ Case Studies and simulated situations develop Decision making ability

*\*Subject to Modification*