

# MBA SYLLABUS

SEMESTER – 1 <sup>ST</sup>	SEMESTER – 2 <sup>ND</sup>
<ol style="list-style-type: none"> <li>1. Fundamentals of Management</li> <li>2. Organization Behavior</li> <li>3. Operations Management</li> <li>4. Managerial Economics</li> <li>5. Cost and Management Accounting</li> <li>6. Marketing Management</li> <li>7. Business Statistics and Analytics For Decision Making</li> <li>8. Information Technology for Managers</li> </ol>	<ol style="list-style-type: none"> <li>1. Human Resource Management</li> <li>2. Financial Management</li> <li>3. Management Accounting</li> <li>4. Operation &amp; Production Management</li> <li>5. Research Methods in Management</li> <li>6. Information Technology for Management</li> <li>7. Seminar on Contemporary Issues</li> <li>8. Comprehensive Viva-Voce</li> </ol>

SEMESTER – 3 <sup>RD</sup>	SEMESTER – 4 <sup>TH</sup>
<b>FINANCE</b>	
<ol style="list-style-type: none"> <li>1. Security Analysis &amp; Portfolio Management</li> <li>2. International Financial Management</li> <li>3. Marketing of Financial Services</li> <li>4. Corporate Taxation</li> <li>5. Banking and Finance</li> </ol>	<ol style="list-style-type: none"> <li>1. M-410 Financial Derivatives</li> <li>2. Financial System, Institutions and Instruments</li> <li>3. Mergers, Acquisitions and Corporate Restructuring</li> <li>4. Behavioural Finance</li> </ol>

SEMESTER – 3 <sup>RD</sup>	SEMESTER – 4 <sup>TH</sup>
<b>MARKETING</b>	
<ol style="list-style-type: none"> <li>1. Integrated Marketing Communication</li> <li>2. M-321 Retail Management</li> <li>3. M-322 Sales Distribution and Logistics Management</li> <li>4. M-323 Product &amp; Brand Management</li> <li>5. M-324 Industrial Marketing</li> </ol>	<ol style="list-style-type: none"> <li>1. Consumer Behavior</li> <li>2. Services Marketing</li> <li>3. International Marketing Management</li> <li>4. Rural Marketing</li> <li>5. Digital and Social Media Marketing</li> <li>6. Customer Relationship Management</li> </ol>

SEMESTER – 3 <sup>RD</sup>	SEMESTER – 4 <sup>TH</sup>
<b>HUMAN RESOURCE MANAGEMENT</b>	
<ol style="list-style-type: none"> <li>1. Training &amp; Development</li> <li>2. Strategic Human Resource Management</li> <li>3. Manpower Planning</li> <li>4. Compensation Management</li> <li>5. Human Resource Development</li> </ol>	<ol style="list-style-type: none"> <li>1. Employee Relations &amp; Labour Laws</li> <li>2. Performance Management System</li> <li>3. Cross Cultural Human Resource Management</li> <li>4. Human Resource Analytics</li> </ol>

SEMESTER – 3 <sup>RD</sup>	SEMESTER – 4 <sup>TH</sup>
<b>OPERATIONS &amp; SUPPLY MANAGEMENT</b>	
<ol style="list-style-type: none"> <li>1. Materials Management</li> <li>2. Total Quality Management</li> <li>3. Manufacturing Planning &amp; Control</li> <li>4. Management of Business Process Outsourcing</li> <li>5. Export, Import Procedures and Documentation</li> </ol>	<ol style="list-style-type: none"> <li>1. Supply Chain and Logistics Management</li> <li>2. Project Management</li> <li>3. Service Operations Management</li> <li>4. Technology Management</li> </ol>

SEMESTER – 3 <sup>RD</sup>	SEMESTER – 4 <sup>TH</sup>
<b>INFORMATION TECHNOLOGY MANAGEMENT</b>	
<ol style="list-style-type: none"> <li>1. Software Engineering</li> <li>2. E-Business</li> <li>3. Strategic Management of Information Technology</li> <li>4. Information Security and Cyber Law</li> </ol>	<ol style="list-style-type: none"> <li>1. Software Project Management</li> <li>2. Managing Digital Innovation and Transformation</li> <li>3. Artificial Intelligence for Managers</li> <li>4. Emerging Technologies in Data Base Management</li> </ol>

SEMESTER – 3 <sup>RD</sup>	SEMESTER – 4 <sup>TH</sup>
<b>BUSINESS ANALYTICS</b>	
<ol style="list-style-type: none"> <li>1. Data Science &amp; Analytics</li> <li>2. Data Warehousing &amp; Mining</li> <li>3. Big Data Technologies</li> </ol>	<ol style="list-style-type: none"> <li>1. Data Mining for Business Decisions</li> <li>2. Data Visualization for Managers</li> <li>3. Business Forecasting</li> <li>4. Functional Analytics</li> </ol>