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NAVI MUMBAI

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**DYPU is Entitled by University  
Grants Commission and  
Distance Education Bureau of  
India**

# **MBA Specializations**

## **Program Structure & Subjects**

**Contact Us: ☎ +91 8080935256**



# Program Structure & Specializations



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## MBA Program

**Duration:** 2 Years

- MBA IN SALES AND MARKETING (SM)
- MBA IN HUMAN RESOURCE MANAGEMENT (HRM)
- MBA IN HOSPITAL AND HEALTHCARE MANAGEMENT (HHM)
- MBA IN FINANCE (FIN)
- MBA IN RETAIL MANAGEMENT (RM)
- MBA IN LOGISTICS & SUPPLY CHAIN MANAGEMENT (LSM)
- MBA IN INTERNATIONAL BUSINESS (IB)
- MBA IN ENTREPRENEURSHIP MANAGEMENT (EM)
- MBA IN EVENT MANAGEMENT (EVM)
- MBA IN DIGITAL MARKETING (DM)
- MBA IN DATA SCIENCE AND BUSINESS ANALYTICS (DS)

### Note:

A Student will get access of “edX course” with User-Id in Semester-4<sup>th</sup>



# SALES AND MARKETING (SM)

## **Semester I**

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## **Semester II**

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## **Semester III**

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## **Semester IV**

Services Marketing | Advertising & Sales Promotion | Consumer Behaviour | Strategic Brand Management | Sales And Distribution Management | Retail management (option of edx-Retail Fundamentals - Dartmouth X) | Project Work - Part 2 Final Submission



# HUMAN RESOURCE MANAGEMENT (HRM)

## **Semester I**

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## **Semester II**

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## **Semester III**

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## **Semester IV**

Human Resources Management – II | Training & Development | Performance Management | International HRM | Managing Individuals in Organisations (option of edx- Managing People from a Global Perspective Arizona State University) | Project Work - Part 2 Final Submission



# HOSPITAL AND HEALTHCARE MANAGEMENT (HHM)

## **Semester I**

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## **Semester II**

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## **Semester III**

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## **Semester IV**

Clinical Service Management | Epidemiology & Bio Statistics | Healthcare Communications (Option of edX Applying Leadership and Strategy Fundamentals in Healthcare) | Hospital Planning and Hospitals Project Management | Medico Legal Framework in Healthcare | Quality and accreditations of Hospitals | Project Work - Part 2 Final Submission





# FINANCE MANAGEMENT (FM)

## Semester I

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## Semester II

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## Semester III

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## Semester IV

Financial Institution and Financial Markets | Investment Strategy & Portfolio Management | Options and Derivatives | Advance Corporate Financial Management | Financial Risk Management (Option by edX-Special Topics in Risk Management of Banking and Financial Markets- IIM-Bangalore) | Project Finance| Project Work - Part 2  
Final Submission



# RETAIL MANAGEMENT (RM)

## **Semester I**

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## **Semester II**

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## **Semester III**

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## **Semester IV**

Concepts of Retail Management | Product & Brand Management | Business Analytics | Merchandising & Retail Environment | Strategic Personal Selling | Customer Relationship Management (Option by edX-Customer Relationship Management- IIM-Bangalore) | Project Work - Part 2 Final Submission



# LOGISTIC & SUPPLY CHAIN MANAGEMENT (LSM)

## **Semester I**

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## **Semester II**

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## **Semester III**

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## **Semester IV**

Logistic Management | Retail Logistics & Supply Chain Management (Option by edX- Supply Chain Management- MIT) | Global Supply Chain Management | Maritime Logistics & Documentation | Inventory Management | Procurement and sourcing Management | Project Work - Part 2 Final Submission





# INTERNATIONAL BUSINESS (IB)

## Semester I

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## Semester II

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## Semester III

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## Semester IV

International Finance | International Marketing | Import & Export Management | Legal Aspects & Ethics of International Business | Management of firm in global business (Option by edX-Global Business in Practice- Georgetown University) | International HRM | Project Work - Part 2 Final Submission



# ENTREPRENEURSHIP MANAGEMENT (EM)

## **Semester I**

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## **Semester II**

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## **Semester III**

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## **Semester IV**

Data Analytics for Entrepreneurs | Customer Relationship Management (Option by edX- Customer Relationship Management- IIM-Bangalore) | Entrepreneurship Ecosystem | Advance Corporate Financial Management | Risk Management for Entrepreneur | Project Work-Part 2 Final Submission



# EVENT MANAGEMENT (EVM)

## Semester I

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## Semester II

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## Semester III

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## Semester IV

Event Concepts & Designing | Budgeting & Costing of Events | Event Laws & Licences | Event Logistics & Risk Management | Cross Cultural Event Management | Customer Relationship Management (Option by edX-Customer Relationship Management- IIM-Bangalore) | Project Work - Part 2 Final Submission



# DIGITAL MARKETING (DM)

## **Semester I**

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## **Semester II**

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## **Semester III**

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## **Semester IV**

Digital Marketing Fundamentals | Inbound Marketing: Content & Search Marketing | Outbound Marketing: Digital Advertisements & Social Media Marketing | Web and Social Media Analytics | Growth Marketing | Digital Product Management | Project Work - Part 2 Final Submission



# DATA SCIENCE AND BUSINESS ANALYTICS (DSBA)

## **Semester I**

Organizational Behaviour | Principle of Accounting | Managerial Economics | Principles of Management | Quantitative Techniques | Electives – Any One | Global Business Environment | Business Law & corporate Governance | Business communication

## **Semester II**

Human Resource Management – I | Strategic Management | Financial Management – I | Principles of Marketing – I | Production & Operation Management | Supply Chain Mgt. | Electives – Any One = Management Information System | Sales Management

## **Semester III**

International Business | Research Methodology | Project Management | Entrepreneurship Essentials | Cost & Management Accounting | Project Work-Part 1 | Operation Research - By edX (Operations Research: Active Learning Approach The Hong Kong Polytechnic University)

## **Semester IV**

Essentials of Data Science | Statistical Thinking for Data Science | Data Analysis and Visualization | Business Analytics | Business Analysis using Excel | Predictive Analysis for Business Decisions | Project Work - Part 2 Final Submission





## Who should do the program

An MBA can help you learn about other functional areas and industries. Candidates who want to develop advanced and flexible management skills. Candidates who enhance their career opportunities receive increased compensation and job promotions. Candidates who are looking for a career change and thriving business opportunities.

### Program Highlights

**9**

**Specialization**

**2 Years**

**Duration**

**4**

**Semester**

**70-30**

**Evaluation Pattern**

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