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**MBA**

Program Structure & Subjects



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# **Program Structure & Subjects**

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# MBA Program Structure

**Duration: 2 Years**

Students can efficiently balance work and personal commitments with the ease of remote study

## Marketing Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Consumer Behavior | Marketing Research | Sales & Distribution Management | Product and Brand Management | Retail Management | Marketing of services | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

International Marketing | Integrated Marketing Communication | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

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## HR Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Manpower Planning | Compensation Management | Performance & potential Management | Labour Laws | Training & Development | Organisational Design, Development & Change | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Strategic HR | HR Audit | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

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## Finance Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Capital & Financial Markets | Financial Institutions & Banking | Taxation | International Financial Management | Advanced Financial Management | Security Analysis & Portfolio Management | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Project Finance & Budgetary Control | Insurance & Risk Management | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

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## IT Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Fundamentals of Information Technology | C Programming | DBMS & Oracle | Web Designing and Content Management | Software Engineering | Enterprise Resource Planning | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Software Project Management | Emerging Trends in Information Technology | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

# MBA Program Structure

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## Project Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Fundamentals of Project management | Project Planning and Scheduling | Business laws and Regulations | Project Finance & Budgetary Control | Project Performance Measurement & Control | IT in Projects | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Quantitative Methods in Project Management | Project Quality Management | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

# MBA Program Structure

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## Operations Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Production Planning & Control | Fundamentals of Project Management | Logistics & Supply Chain Management | World class manufacturing | Operations in Service Industry | Statistics & Quantitative Techniques | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Work System Design | Technology Management | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report



# MBA Program Structure

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## Hospital Administration and Health Care Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Indoor and Outdoor Hospital Services | Ancillary Hospital Services | Legal Aspects of Hospital and Health Management | Marketing of Health Care Services | Community Health & Hospital Safety & Risk Management | Quality Management in Health Care Services | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Hospital Administration & Bio medical waste Management | Operations Management in Hospitals | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

# MBA Program Structure

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## International Business Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

International trade, WTO & Trade Policy issues | Business Laws and Regulations | Financial institutions and Banking | International Marketing | International Finance Management | Security Analysis and Portfolio Management | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Foreign Exchange Management | Insurance and Risk Management | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

# MBA Program Structure

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## Artificial Intelligence & Machine Learning

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Basics of Artificial Intelligence & Machine Learning | Machine Learning | Performing Analytics with Python | Statistics & Quantitative Techniques | Business Intelligence | R-Programming for Data Analysis and Visualization | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Application of AI in Business | Introduction to Deep Learning | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

# MBA Program Structure

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## Blockchain Technology Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Basics of Blockchain Technology | Blockchain Technology and Management | Cryptography and Information Security | Cloud Infrastructure and Services | Statistics & Quantitative Techniques | Blockchain and FinTech | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Enterprise Blockchain Applications & Hyperledger | Design and Development of Blockchain Applications | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

# MBA Program Structure

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## Business Analytics

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Basics of Blockchain Technology | Blockchain Technology and Management | Cryptography and Information Security | Cloud Infrastructure and Services | Statistics & Quantitative Techniques | Blockchain and FinTech | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Business Mathematics & Optimization Techniques | Python Programming for data visualization | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

# MBA Program Structure

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## Digital Marketing Specialization

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Introduction to Digital Marketing | Search Engine Optimization | Integrated Marketing Communication | Social Media Marketing | Emerging Trends in Information Technology | Web Designing and Content Management (MM) | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Product and Brand Management | International Marketing | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

# MBA Program Structure

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## FinTech Specialization

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

FinTech Management | Financial Institutions and Banking | Quantitative Methods in Project Management | E-Commerce & Global Financial Trends | Security Analysis and Portfolio Management | Capital & Financial Markets | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Project Finance & Budgetary Control | Cyber Laws & Hacking | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report

# MBA Program Structure

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## Logistics & Supply Chain Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Logistics & Supply Chain Management | Production Planning & Control | Inventory Management & MRP Systems | Packaging and Distribution Management | World Class Manufacturing | Statistics & Quantitative Techniques | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Supply Chain Analytics | Just in time & Lean | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Project Work Report



# MBA Program Structure

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## AgriBusiness Management

### Semester 1

Principles & Practices of Management | Organisational Behaviour | Management Accounting | Managerial Economics | Business Communication | Research Methodology | Environment Awareness and Disaster Management

### Semester 2

Human Resource Management | Marketing Management | Financial Management | Operations Management | Management Information System | Strategic Management & Business Policy | Entrepreneurship Development

### Semester 3

Current Trends in Agri Business Management | Livestock Management and Fodder Technology | Management Of Agricultural Engineering Business | Marketing Of Agri-Inputs and Outputs | Post-harvest Technology and Management | Agri Import and Export Management | Generic Elective-I - Digital Marketing \ Business English

### Semester 4

Emerging Trends In Organic Farming | Agricultural Economic | Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance | Soft Skill \ Business Ethics and Corporate Governance



## Master of Business Administration

### Eligibility:

A Bachelor's degree from a recognized university in any discipline. Minimum 50% aggregate marks or 45% in case of candidates belonging to reserved categories

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