

COURSE STRUCTURE

MASTER OF BUSINESS ADMINISTRATION (MBA)

FIRST YEAR

(Common for MBA – Marketing/ Finance/
International Business/ Human Resource
Management /General)

First Semester

- H1010 Management Process and Behaviour
- H1020 Managerial Economics
- H1030 Accounting for Managers
- H1040 Business Environment and Law
- H1050 Research Methodology

Second Semester

- H2010 Financial Management
- H2020 Marketing Management
- H2030 Human Resource Management
- H2040 Quantitative Techniques for Managers
- H2050 Strategic Management

SECOND YEAR

MBA -Marketing

Third Semester

- H3010 Consumer Behaviour
- H3020 Marketing Research
- H3030 Industrial Marketing
- H3040 Logistics Management
- H3050 Retail Marketing

Fourth Semester

- H4010 Rural Marketing
- H4020 Services Marketing
- H4030 Advertising and Sales Promotion
- H4040 Customer Relationship management
- H4050 Global Marketing
- H4060 Project Work

MBA (Finance)

Third Semester

- H3010 Strategic Financial Management
- H3020 Indian Financial System
- H3030 Management of Financial Services
- H3040 Project Financing and Management
- H3050 Management Accounting

Fourth Semester

- H4010 Security Analysis and Portfolio Mgmt
- H4020 Global Financial Markets
- H4030 International Business Finance
- H4040 Security Market Operations
- H4050 Financial Derivatives
- H4060 Project Work

MBA(International Business)

Third Semester

- H3010 International Business Environment
- H3020 Management of Multinational Corporation
- H3030 International Business Laws
- H3040 Global Marketing Management
- H3050 EXIM Financing and Documentation

Fourth Semester

- H4010 Global Financial Markets & Instruments
- H4020 Foreign Trade Policy
- H4030 Cross Cultural Business Management
- H4040 International Logistics Management
- H4050 Forex Management & Currency Derivatives
- H4060 Project Work

MBA (HRM)

Third Semester

- H3010 Human Resource Development
- H3020 Performance Management
- H3030 HRM in Knowledge Based Organisation
- H3040 Industrial Relations Management
- H3050 Employee Legislation

Fourth Semester

- H4010 Organizational Development and Change
- H4020 Human Resource Accounting
- H4030 Compensation Management
- H4040 Human Resource Information System
- H4050 Global HR Practices
- H4060 Project Work

MBA(General)

Third Semester

Stream A

- Management Control System
- Entrepreneurship Management
- Consumer Behaviour
- Sales & Distribution Management
- Services Marketing

Stream B

- Management Control System
- Entrepreneurship Management
- Indian Financial System
- Security Analysis and Portfolio Management
- Global Financial Management

Stream C

Management Control System
Entrepreneurship Management
HRM in Knowledge Based Organization
Training and Development
Compensation Management

Fourth Semester

Stream A

Information Technology and E-Business
International Business
Internet Marketing
Product Development and Management
Global Marketing Management
Project Work

Stream B

Information Technology and E-Business
International Business
Management of financial Services
Financial Derivatives
Project Financing
Project Work

Stream C

Information Technology and E-Business
International Business
Cross Cultural Business Management
Industrial Relations Management
Performance Management
Project Work