

**MBA (Dual Specialization) Program Structure  
BATCH (2018-20)**

SEMESTER I						SEMESTER II					
Course Code	Course Title	L	T	P	C	Course Code	Course Title	L	T	P	C
MBDS5001	Marketing Management	3	0	0	3	MBDS 5013	Corporate Finance	3	0	0	3
MBDS 5004	Managerial Economics	3	0	0	3	MBDS 5014	Management Science	3	0	0	3
MBDS 5025	Organizational Behavior	3	0	0	3	MBDS 5015	Human Resource Management	3	0	0	3
MBDS 5006	Financial Accounting and Reporting	3	0	0	3	MBDS 5016	Business Research Methodology	2	0	0	2
MBDS 5007	Legal Aspects of Business	2	0	0	2	MBDS 5018	Management Accounting and Decision Making	3	0	0	3
MBDS 5020	Statistics and Business Analytics for Decision Making	3	0	0	3	MBDS 5026	Indian Economy and Business Environment	2	0	0	2
MBDS 5021	Computer Application for Business	3	0	0	3	MBDS 5023	Operations Management	2	0	0	2
MBDS 5009	Management Reporting	0	0	0	1	MBDS 5024	Corporate Strategy	2	0	0	2
MBDS 5022	Business Ethics and CSR	2	0	0	2	MBDS 6004	Entrepreneurship	2	0	0	2
SLMB 5002	Business Communication	2	0	0	2	MBDS 5027	Managerial Skills for Effectiveness	2	0	0	2
						MBDS 5019	Business Process Dashboard	0	0	0	1
	<b>Total Credits</b>				<b>25</b>		<b>Total Credits</b>				<b>25</b>
SEMESTER III						SEMESTER IV					
Course Code	Course Title	L	T	P	C	Course Code	Course Title	L	T	P	C
MBDS 6001	Management Summer Internship Report	0	0	0	6		Elective -1 (Major)	3	0	0	3
MBDS 6007	Project Management	3	0	0	3		Elective- 2 (Major)	3	0	0	3
MBDS 6005	Business Plan	0	0	0	1		Elective- 3(Major)	3	0	0	3
	Elective -1 (Major)	3	0	0	3		Elective- 4(Major)	3	0	0	3
	Elective- 2 (Major)	3	0	0	3		Elective – 5 (Minor)	3	0	0	3
	Elective -3 (Major)	3	0	0	3		Elective – 6 (Minor)	3	0	0	3
	Elective – 4 (Major)	3	0	0	3		Elective – 7 (Minor)	3	0	0	3
	Elective – 5 (Major)	3	0	0	3						
	Elective – 6 (Minor)	3	0	0	3						
	Elective – 7 (Minor)	3	0	0	3						
	<b>Total Credits</b>				<b>31</b>		<b>Total Credits</b>				<b>21</b>

	Total Credits
Semester I	25
Semester II	25
Semester III	31
Semester IV	21
Total	102

Structure	Credits
Core Courses +PBL	54
Elective Courses	42
Summer Internship	6

Note: MBDS 5009, MBDS 5019 and MBDS 6005 are Project Based Learning (PBL) courses.

Note: MOOC courses would be offered in all the semester for any course on the basis of availability in the portal during the Semester duration.

MBA PROGRAM - ELECTIVE COURSES											
SEMESTER III						SEMESTER IV					
Course Code	Course Title	L	T	P	C	Course Code	Course Title	L	T	P	C
<b>HR ELECTIVES</b>											
MBHR 6013	Competency Mapping and Assessment	3	0	0	3	MBHR 6005	Leadership and Team Building	3	0	0	3
MBHR 6002	Compensation and Reward Management	3	0	0	3	MBHR 6006	Organizational Change and Development	3	0	0	3
MBHR 6004	Industrial Relations and Labour Laws	3	0	0	3	MBHR 6007	Negotiation and Counselling Skills	3	0	0	3
MBHR 6010	Learning and Development	3	0	0	3	MBHR 6008	Cross Cultural Management	3	0	0	3
MBHR 6011	HRP, Recruitment and Selection	3	0	0	3	MBHR 6009	Talent Management	3	0	0	3
MBHR 6012	HR Metrics and Analytics	3	0	0	3	MBHR 6014	Performance Management Systems	3	0	0	3
<b>MARKETING ELECTIVES</b>											
MBMK 6005	Product and Brand Management	3	0	0	3	MBMK 6001	Sales and Distribution Management	3	0	0	3
MBMK 6003	Retail Management	3	0	0	3	MBMK 6006	International Marketing	3	0	0	3
MBMK 6004	Integrated Marketing Communication	3	0	0	3	MBMK 6007	B2B Marketing	3	0	0	3
MBMK 6011	Services Marketing	3	0	0	3	MBMK 6008	Consumer Behaviour	3	0	0	3
MBMK 6013	Digital and Social Media Marketing	3	0	0	3	MBMK 6009	Rural Marketing	3	0	0	3
MBMK 6002	Marketing Research	3	0	0	3	MBMK 6012	Bottom of the Pyramid Marketing	3	0	0	3
<b>FINANCE ELECTIVES</b>											
MBFI 6011	Financial Markets and Services	3	0	0	3	MBFI 6015	Managing Banks and Financial Institutions	3	0	0	3
MBFI 6012	Investment Analysis and Portfolio Management	3	0	0	3	MBFI 6016	Mergers, Acquisitions, Corporate Restructuring and Valuation	3	0	0	3
MBFI 6019	Financial Risk Management	3	0	0	3	MBFI 6017	International Finance	3	0	0	3

MBFI 6013	Behavioural Finance	3	0	0	3	MBFI 6018	Project Appraisal and Finance	3	0	0	3
MBFI 6014	Wealth Management and Taxation	3	0	0	3						
<b>SYSTEM ELECTIVES</b>											
MBIT 6001	Relational Database Management System	3	0	0	3	MBIT 6005	Web Analytics	3	0	0	3
MBIT6002	Enterprise Resource Planning - SAP package	3	0	0	3	MBIT 6006	Application of Cloud in Management	3	0	0	3
MBIT 6003	E-Commerce	3	0	0	3	MBIT 6007	Software Project Management	3	0	0	3
MBIT 6008	Knowledge Management and Information System	3	0	0	3	MBIT 6009	Strategic Management of IT	3	0	0	3
MBBA 6006	Business Intelligence	3	0	0	3	MBBA 6004	Big Data Analytics	3	0	0	3
<b>INTERNATIONAL BUSINESS ELECTIVES</b>											
MBIB 6001	Global Business Strategy	3	0	0	3	MBIB 6006	International Labour Laws	3	0	0	3
MBIB 6002	International Economics	3	0	0	3	MBIB 6005	Global Outsourcing	3	0	0	3
MBIB 6003	Trade Documentation and Procedures	3	0	0	3	MBFI 6017	International Finance	3	0	0	3
MBIB 6004	International Business Law	3	0	0	3	MBHR 6008	Cross Cultural Management	3	0	0	3
<b>OPERATIONS ELECTIVES</b>											
MBOP 6007	Supply Chain and Logistics Management	3	0	0	3	MBOP 6011	Operations Research Applications	3	0	0	3
MBOP 6008	Quality Toolkit for Managers	3	0	0	3	MBOP 6012	Operations Strategy	3	0	0	3
MBOP 6003	Material Management and Inventory Control	3	0	0	3	MBOP 6013	Sourcing Management	3	0	0	3
MBOP 6009	Management of Manufacturing Systems	3	0	0	3	MBOP 6014	Supply Chain Analytics	3	0	0	3
MBOP 6010	Sales and Operations Planning	3	0	0	3	MBOP 6015	Management of Services	3	0	0	3
<b>HOSPITAL and HEALTHCARE MANAGEMENT ELECTIVES</b>											
MBHH 6001	Health Care Administration and Medical Care	3	0	0	3	MBHH 6004	Patient Care Services	3	0	0	3
MBHH 6002	Hospital Support Services and Management of Hazards	3	0	0	3	MBHH 6005	Hospital Operations Management	3	0	0	3
						MBHH 6003	Hospital Management and Law	3	0	0	3
<b>MEDIA MANAGEMENT ELECTIVES</b>											
MBMM 6001	Print Industry I	3	0	0	3	MBMM 6004	Print Industry II	3	0	0	3
MBMM 6002	Public Relations and Corporate Communication I	3	0	0	3	MBMM 6005	Public Relations and Corporate Communication II	3	0	0	3

MBMM 6003	Broadcast Industry	3	0	0	3
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**BUSINESS ANALYTICS ELECTIVES**

MBBA 6006	Business Intelligence	3	0	0	3	MBBA 6010	Data Mining and Predictive Analysis	3	0	0	3
MBBA 6003	Advance Statistics and Econometrics	3	0	0	3	MBBA 6011	Business Analytics Using R	3	0	0	3
MBBA 6007	Decision Modelling with Spreadsheets	3	0	0	3	MBBA 6012	Data Visualization	3	0	0	3
MBBA 6008	Marketing Analytics	3	0	0	3	MBBA 6004	Big Data Analytics	3	0	0	3
MBBA 6009	Analytics Capstone Project	0	0	6	3						

**MICRO, SMALL AND MEDIUM ENTERPRISE MANAGEMENT**

MBSM 6001	Planning, Structuring, and Financing SMEs	3	0	0	3	MBSM 6004	Marketing for SMEs	3	0	0	3
MBSM 6002	Business Plan Preparation for SMEs	3	0	0	3	MBSM 6005	Finance and Accounting for SMEs	3	0	0	3
MBSM 6003	Venture Capital Financing	3	0	0	3	MBSM 6006	Design and Change in SMEs	3	0	0	3



