

MBA DUAL PROPOSED -2023-2025

SEMESTER I						
Sl No	CODE	Title	L	T	P	C
1	MBDS5001	Marketing Management	3	0	0	3
2	MSB21T1005	Accounting for Managers	4	0	0	4
3	MBDS5025	Organizational Behaviour	3	0	0	3
4	MSB21T2014	Business Statistics for Decision Making	3	0	0	3
5	MBDS5029	Legal Aspects of Business	3	0	0	3
6	MSB21P1006	Excel Skills for Business	0	0	4	2
7	MBDS5004	Managerial Economics	3	0	0	3
8	SLMB5002	Business Communication	0	0	2	1
9	MBDS5022	Business Ethics and CSR	2	0	0	2
TOTAL						24

SEMESTER II						
Sl No	CODE	Title	L	T	P	C
1	MSB21T1004	Introduction to Business Analytics	3	0	0	3
2	MBDS5013	Corporate Finance	3	0	0	3
3	MBDS5015	Human Resource Management	3	0	0	3
4	MBDS5030	Operations Research	3	0	0	3
5	MSB21T1003	Operations and Supply Chain Management	3	0	0	3
6	MSB21T2002	Management Information Systems & ERP	2	0	0	2
7	MBDS6004	Entrepreneurship	2	0	0	2
8	MBDS5027	Business Research Method	3	0	0	3
9	MBIT6010	E-Commerce	2	0	0	2
TOTAL						24

SEMESTER III						
S.No	Code	Title	L	T	P	C
1	MBDS6021	Management Summer Internship Report	3	0	0	3
2	MBDS6007	Project Management	3	0	0	3
3	MBDS6003	Strategic Management	3	0	0	3
4	MBDS6008	Research Publication	0	0	0	0
5	SLMB6021	Personality Development	0	0	2	1

6		Core Elective -1	3	0	0	3
7		Major 1 - Elective 1	3	0	0	3
8		Major 1 - Elective 2	3	0	0	3
9		Major 1 - Elective 3	3	0	0	3
10		Major 2 - Elective 1	3	0	0	3
11		Major 2 - Elective 2	3	0	0	3
12		Major 2 - Elective 3	3	0	0	3
	MSB21P2009	Master Thesis - Initial Phase	0	0	0	0
TOTAL						31
Core Elective - Semester 3 (Choose any 1 out of 3)						
S.No	Code	Title	L	T	P	C
1	MSB21T2004	International Business	3	0	0	3
2	MSB21T2005	Design Thinking for Innovation	3	0	0	3
3	MSB21T2007	Small and Medium Enterprises	3	0	0	3
4	MSB21T2008	AI for Business Management	3	0	0	3
5	MSB21T2006	<u>The Sustainable Development Goals – A global vision</u>	3	0	0	3
Elective - Semester 3 (Choose any 3)						
Marketing						
S.No	Code	Title	L	T	P	C
1	MBMK6005	Product and Brand Management	3	0	0	3
2	MBMK6003	Retail Management	3	0	0	3
3	MBMK6004	Integrated Marketing Communication	3	0	0	3
4	MBMK6011	Services Marketing	3	0	0	3
5	MBMK6013	Digital and Social Media Marketing	3	0	0	3
6	MBBA6008	Marketing Analytics	3	0	0	3
Finance						
S.No	Code	Title	L	T	P	C
1	MBFI6011	Financial Markets and Services	3	0	0	3
2	MBFI6012	Investment Analysis and Portfolio Management	3	0	0	3
3	MBFI6019	Financial Risk Management	3	0	0	3
4	MBFI6013	Behavioural Finance	3	0	0	3
5	MBFI6014	Wealth Management and Taxation	3	0	0	3
HR						
S.No	Code	Title	L	T	P	C
1	MBHR6013	Competency Mapping and Assessment	3	0	0	3
2	MBHR6002	Compensation and Reward Management	3	0	0	3
3	MBHR6004	Industrial Relations and Labour Laws	3	0	0	3
4	MBHR6010	Learning and Development	3	0	0	3

5	MBHR6011	HRP, Recruitment and Selection	3	0	0	3
6	MSB21T2001	HR Metrics and Analytics	3	0	0	3
Information Technology						
S.No	Code	Title	L	T	P	C
1	MBIT6001	Relational Database Management System	3	0	0	3
2	MBIT6002	Enterprise Resource Planning - SAP package	3	0	0	3
3	MBBA6004	Big Data Analytics	3	0	0	3
4	MBBA6006	Business Intelligence	3	0	0	3
5	NEW CODE	Business System Analysis	3	0	0	3
Operations						
S.No	Code	Title	L	T	P	C
1	MBOP6007	Supply Chain and Logistics Management	3	0	0	3
2	MBOP6008	Quality Toolkit for Managers	3	0	0	3
3	MBOP6003	Material Management and Inventory Control	3	0	0	3
4	MBOP6009	Management of Manufacturing Systems	3	0	0	3
5	MBOP6010	Sales and Operations Planning	3	0	0	3
Business Analytics						
S.No	Code	Title	L	T	P	C
1	MBBA6006	Business Intelligence	3	0	0	3
2	MBBA6003	Advance Statistics and Econometrics	3	0	0	3
3	MBBA6007	Decision Modelling with Spreadsheets	3	0	0	3
4	MBBA6008	Marketing Analytics	3	0	0	3
5	MBBA6004	Big Data Analytics	3	0	0	3
Healthcare Management						
S.No	Code	Title	L	T	P	C
1	MBHC6007	Health Communication Planning and Management	3	0	0	3
2	MBHC6003	Public Health Administration	3	0	0	3
3	MSB21T5007	Laws Governing Healthcare	3	0	0	3
4	MBHC6002	Quality in Healthcare	3	0	0	3
5	MBHC6006	Hospital Operation Management	3	0	0	3
International Business						
S.No	Code	Title	L	T	P	C
1	MBIB6001	Global Business Strategy	3	0	0	3
2	MSB21T5009	Managing Global Business	3	0	0	3

3	MSB21T5010	International Trade and Policy	3	0	0	3
4	MBIB6004	International Business Law	3	0	0	3
5	MBIB6005	Global Outsourcing	3	0	0	3

SEMESTER IV						
S.No	Code	Title	L	T	P	C
1		Major 1 - Elective 1	3	0	0	3
2		Major 1 - Elective 2	3	0	0	3
3		Major 1 - Elective 3	3	0	0	3
4		Major 2 - Elective 1	3	0	0	3
5		Major 2 - Elective 2	3	0	0	3
6		Major 2 - Elective 3	3	0	0	3
7	MSB21P2010	Master Thesis - Final Phase	0	0	0	6
TOTAL						24

Marketing						
S.No	Code	Title	L	T	P	C
1	MBMK6001	Sales and Distribution Management	3	0	0	3
2	MBMK6006	International Marketing	3	0	0	3
3	MBMK6007	B2B Marketing	3	0	0	3
4	MBMK6008	Consumer Behaviour	3	0	0	3
5	MBMK6002	Marketing Research	3	0	0	3
6	New Code	Rural Marketing	3	0	0	3
Finance						
S.No	Code	Title	L	T	P	C
1	MBFI6015	Managing Banks and Financial Institutions	3	0	0	3
2	MBFI6016	Mergers, Acquisitions, Corporate Restructuring and Valuation	3	0	0	3
3	MBFI6017	International Finance	3	0	0	3
4	MBFI6018	Project Appraisal and Finance	3	0	0	3
5	MSB21T3001	Financial Technologies	3	0	0	3
HR						
S.No	Code	Title	L	T	P	C
1	MBHR6005	Leadership and Team Building	3	0	0	3
2	MBHR6006	Organizational Change and Development	3	0	0	3
3	MBHR6007	Negotiation and Counselling Skills	3	0	0	3

4	MBHR6008	Cross Cultural Management	3	0	0	3
5	MBHR6009	Talent Management	3	0	0	3
6	MBHR6014	Performance Management Systems	3	0	0	3
Information Technology						
S.No	Code	Title	L	T	P	C
1	MBIT6005	Web Analytics	3	0	0	3
2	MBIT6006	Application of Cloud in Management	3	0	0	3
3	MBIT6007	Software Project Management	3	0	0	3
4	MBBA6012	Data Visualization	3	0	0	3
5	MBIT6008	Knowledge Management and Information System	3	0	0	3
Operations						
S.No	Code	Title	L	T	P	C
1	MBOP6011	Operations Research Applications	3	0	0	3
2	MBOP6012	Operations Strategy	3	0	0	3
3	MBOP6013	Sourcing Management	3	0	0	3
4	MBOP6014	Supply Chain Analytics	3	0	0	3
5	MBOP6015	Management of Service Operations	3	0	0	3
Business Analytics						
S.No	Code	Title	L	T	P	C
1	MBBA6010	Data Mining and Predictive Analysis	3	0	0	3
2	MBBA6011	Business Analytics Using R	3	0	0	3
3	MBBA6012	Data Visualization	3	0	0	3
4	MBBA6021	Business Analytics Using Python	3	0	0	3
5	MBBA6023	Analytics and Cloud Computing	3	0	0	3
Healthcare Management						
S.No	Code	Title	L	T	P	C
1	MBHC6017	Healthcare Marketing and Public Relation	3	0	0	3
2	MBHC6009	Patient Care Services	3	0	0	3
3	MBHC6004	Hospital Hazard and Waste Management	3	0	0	3
4	MBHC6010	Health Insurance	3	0	0	3
5	MSB21T5008	International Medical Tourism	3	0	0	3
International Business						
S.No	Code	Title	L	T	P	C
1	MBFI6017	International Finance	3	0	0	3
2	MBHR6008	Cross Cultural Management	3	0	0	3
3	MSB21T5011	International Supply Chain Management and Logistics	3	0	0	3
4	MBIB6003	Trade Documentation and Procedures	3	0	0	3
5	MBMK6006	International Marketing	3	0	0	3