



GALGOTIAS UNIVERSITY



School of Skill Sciences & Entrepreneurship

Program

Master of Business Administration

Retail Management and Digital Marketing

MBA- Program Structure

MBA - Semester I						
Course Code	Course Title	Classroom Instruction (CI)		Lab Instruction	Skills Instruction	Credits
		L	T			
	Principles of Management & Organizational Culture	1	0	1	1	3
	Financial Accounting & Business Metrics	1	0	1	1	3
	Retail Industry Overview & Store Operations	1	1	1	1	4
	Marketing Management Fundamentals	1	0	1	1	3
	Consumer Behaviour & Retail Psychology	1	0	1	1	3
	Entrepreneurship and Venture Thinking	1	0	0	1	2
	IKS-I	1	1	0	0	2
	G-PULSE-I	0	0	0	1	1
	Gig Internship-I	0	0	0	1	1
		7	2	5	8	22

MBA - Semester II						
Course Code	Course Title	L	T	P	S	Credits
	E-Commerce & Omnichannel Retailing	1	1	1	1	4
	Digital Marketing Strategy & Channels	1	0	1	1	3
	Supply Chain & Retail Logistics Management	1	0	1	1	3
	Social Media Marketing & Content Strategy	1	0	1	1	3
	Visual Merchandising & Store Planning	1	0	1	1	3
	Incubation, IP and Venture Launch	1	0	0	1	2
	G-PULSE-II	0	0	0	1	1
	Gig Internship-II	0	0	0	1	1
	Internship-I	0	0	0	8	8
		6	1	5	16	28

MBA - Semester III						
Course Code	Course Title	L	T	P	S	Credits

	Retail Merchandising & Category Management	1	0	1	1	3
	People Management in Retail	1	0	1	1	3
	Retail Technology: AI, ERP & Smart Stores	1	0	1	1	3
	Data Analytics & Digital Marketing Intelligence	0	0	1	1	2
	Capstone Project	0	0	2	4	6
	Entrepreneurial Finance and Funding	1	1	0	1	3
	Environment and Sustainable Study	1	0	0	1	2
	G-PULSE-III	0	0	0	1	1
	Gig Internship-III	0	0	0	1	1
		5	1	6	12	24

MBA - Semester IV						
Course Code	Course Title	L	T	P	S	Credits
	Internship- II (20 Weeks)	0	0	0	20	20
		0	0	0	20	20
		18	4	16	56	94