

MBA 2023-25**SEMESTER-I**

Course Code	Course Title	L	T	P	Credits
23MBA-0AC11T	Accounting for Business Decision Making	2	1	-	3
23MBA-0EM11T	Economics for Managers	3	-	-	3
23MBA-0PB11T	Dynamics of People's Behaviour in an Organization	3	-	-	3
23MBA-0MM11T	Marketing Management	3	-	-	3
23MBA-0QA11T	Quantitative Applications in Management	2	1	-	3
23MBA-0HM11T	Human Resource Management	3	-	-	3
23MBA-0MI11T	MIS & Decision Making	3	-	-	3
23MBA-0IT11L	Excel for Management Decisions	-	-	2	1
23MBA-0PC11T	Professional Communication	3	-	-	3
	TOTAL CREDITS	22	2	2	25

MBA 2023-25**SEMESTER-II**

Course Code	Course Title	L	T	P	Credits
23MBA-0FM12T	Financial Management	2	1	-	3
23MBA-0RM12T	Research Methods in Business	3	-	-	3
23MBA-0PO12T	Production and Operations Management	2	1	-	3
23MBA-0ED12T	Entrepreneurship Development	3	-	-	3
23MBA-0DM12T	Digital Marketing	3	-	-	3
22MBA-0BA12T	Business Analytics & Data Science	3	-	-	3
22MBA-0FT12T	Fundamentals of FinTech	3	-	-	3
23MBA-0LB12T	Legal Aspects of Business	3	-	-	3
23MBA-DT12T	Design Thinking	2	-	-	2
TDCC	Trans Disciplinary Certificate Course	1	-	2	2
18MBA-0SI12I	Social Internship	-	-	4	2
	TOTAL CREDITS	25	2	6	30

MBA 2023-25**SEMESTER-III**

Course Code	Course Title	L	T	P	Credits
23MBA-0SB21T	Strategic Management	3	-	-	3
	Discipline Elective 1	4	-	-	4
	Discipline Elective 2	4	-	-	4
	Discipline Elective 3	4	-	-	4
	Discipline Elective 4	4	-	-	4
	Discipline Elective 5	4	-	-	4
	Discipline Elective 6	4	-	-	4
TDCC	Trans Disciplinary Certificate Course	1	-	2	2
23MBA-0ST21I	Summer Internship Project Viva Voce	-	-	-	4
23MBA-0IT21L	Computer Application for Business Decision Making	-	-	2	1
23MBA-0OE21L	Personal Effectiveness and Employability	-	-	4	2
	TOTAL CREDITS	28	0	8	36

Course Code	Course Title	L	T	P	Credits
23MBA-0CB21E	Consumer Behaviour	4	-	-	4
23MBA-0BM21E	Product & Brand Management	4	-	-	4
23MBA-0SM21E	Services Marketing	4	-	-	4
23MBA-0CR21E	Customer Relationship Management	4	-	-	4
23MBA-0RM21E	Retail Marketing	4	-	-	4
23MBA-0SA21E	Security Analysis and Investment Management	4	-	-	4
20MBA-0WC21E	Working Capital Management	4	-	-	4

23MBA-0PF21E	Project Finance and Appraisal	4	-	-	4
23MBA-0WM21E	Wealth Management	4	-	-	4
23MBA-0MA21E	Merger, Acquisition & Corporate Restructuring	4	-	-	4
23MBA-0PC21E	Performance Management & Competency Mapping	4	-	-	4
23MBA-0OD21E	Organization Development and Change	4	-	-	4
23MBA-0IR21E	Industrial Relations & Labour Law	4	-	-	4
23MBA-0SH21E	Strategic Human Resource Management	4	-	-	4
23MBA-0LT21E	Leadership Through Indian Values	4	-	-	4
23MBA-0SC21E	Strategic Supply Chain Management	4	-	-	4
23MBA-0PM21E	Project Management	4	-	-	4
23MBA-0SF21E	Supply Chain Finance	4	-	-	4
23MBA-0GS21E	Green Supply Chain Management	4	-	-	4
23MBA-0MQ21E	Managing Quality for Competitive Advantage	4	-	-	4
23MBA-0IO21E	International Trade Operations and Documentation	4	-	-	4
23MBA-0WR21E	WTO and Regional Trade Agreements	4	-	-	4
23MBA-0IM21E	International Marketing	4	-	-	4
23MBA-0II21E	International Investment and Portfolio Management	4	-	-	4
23MBA-0IS21E	International Sales Promotion and Brand Management	4	-	-	4
23MBA-0DW21E	Database Management System & Data Warehouse	4	-	-	4
23MBA-0PY21C	Data Analytics Using Python	3	-	2	4
23MBA-0DV21C	Data Visualization using Tableau	3	-	2	4

23MBA-0WA21E	Social Media & Web Analytics	4	-	-	4
23MBA-0PA21E	Predictive Analytics for Business Decision -I	4	-	-	4
23MBA-0OR21E	SEO & Organic Ranking Techniques	4	-	-	4
23MBA-0SO21E	Social Media Marketing	4	-	-	4
23MBA-0CA21E	Content and affiliate marketing	4	-	-	4
23MBA-0BD21E	Building Digital Brands	4	-	-	4
23MBA-0MM21E	Mobile Marketing	4	-	-	4
23MBA-0FS21E	FinTech Services & Management	4	-	-	4
23MBA-0ML21E	Foundations of Machine Learning	4	-	-	4
23MBA-0BI21E	Business Intelligence	4	-	-	4
23MBA-0FC21E	Fintech for Capital Markets	4	-	-	4
23MBA-0FL21E	Fintech Laws & Regulations	4	-	-	4
23MBA-0AO21C	Accommodation & Operations	3	-	2	4
23MBA-0FB21C	F & B Service & Control	3	-	2	4
23MBA-0HI21C	Hotel Interiors Designing & Furnishing	3	-	2	4
23MBA-0ME21C	Menu Engineering & Designing	3	-	2	4
23MBA-0RB21C	Restaurant & Banquet Management	3	-	2	4

MBA 2023-25**SEMESTER-IV**

Course Code	Course Title	L	T	P	Credits
23MBA-1BE22T	Business Ethics and Corporate Governance	3	-	-	3
	Discipline Elective 1	4	-	-	4
	Discipline Elective 2	4	-	-	4
	Discipline Elective 3	4	-	-	4
	Discipline Elective 4	4	-	-	4
	Discipline Elective 5	4	-	-	4
	Discipline Elective 6	4	-	-	4
22MBA-0DP22D	Dissertation Project	-	-	-	4
TOTAL CREDITS		27	0	0	31

Course Code	Course Title	L	T	P	Credits
23MBA-0MA22E	Marketing Analytics	4	-	-	4
23MBA-0RM22E	Rural Marketing	4	-	-	4
23MBA-0SD22E	Sales and Distribution Management	4	-	-	4
23MBA-0GM22E	Global Marketing	4	-	-	4
23MBA-0IM22E	Industrial Marketing	4	-	-	4
23MBA-0MS22E	Management of Financial Services	4	-	-	4
23MBA-0BF22E	Behavioural Finance	4	-	-	4
23MBA-0FR22E	Financial Risk Management	4	-	-	4
23MBA-0FE22E	Financial Econometrics	4	-	-	4
23MBA-0TP22E	Tax Planning & Management	4	-	-	4
23MBA-0HA22E	HR Analytics	4	-	-	4

23MBA-0IH22E	International Human Resource Management	4	-	-	4
23MBA-0HC22E	Compensation and Benefits	4	-	-	4
23MBA-0WP22E	Workforce Planning	4	-	-	4
23MBA-0MW22E	Managing Workforce Diversity	4	-	-	4
23MBA-0SC22E	Supply Chain Analytics	4	-	-	4
23MBA-0RE22E	Regulatory Environment and Compliances	4	-	-	4
23MBA-0ET22E	Emerging Technologies in Supply Chain and Logistics Management	4	-	-	4
23MBA-0GL22E	Global Logistics & Supply Chain Management	4	-	-	4
23MBA-0DS22E	Digital Supply Chain Management	4	-	-	4
23MBA-0IF22E	International Finance	4	-	-	4
23MBA-0CC22E	Cross Cultural and Global HR Management	4	-	-	4
23MBA-0GL22E	Global Logistics & Supply Chain Management	4	-	-	4
23MBA-0IL22E	International Laws and Arbitration	4	-	-	4
23MBA-0IP22E	Intellectual Property Rights	4	-	-	4
23MBA-0AI22E	AI & ML for Business	4	-	-	4
23MBA-0DA22E	Big Data Analytics	4	-	-	4
23MBA-0DR22C	Data Analytics Using R	3	-	2	4
23MBA-0EG22E	E-Governance and Framework of ICT	4	-	-	4
23MBA-0PA22E	Predictive Analytics II	4	-	-	4
23MBA-0SE22E	Search Engine Marketing & Display Ads	4	-	-	4

23MBA-0MO22E	Measurement & Optimization of Digital Marketing	4	-	-	4
23MBA-0LE22E	Lead Nurturing and Email Marketing	4	-	-	4
23MBA-0DE22E	Digital Entrepreneurship	4	-	-	4
23MBA-0DL22E	Digital Media Laws	4	-	-	4
23MBA-0RA22E	Fundamentals of Robotics Process Automation (RPA)	4	-	-	4
23MBA-0BM22E	Banking, Mortgage & Insurance	4	-	-	4
23MBA-0BC22E	Block Chain & Cryptocurrency	4	-	-	4
23MBA-0FS22E	Financial Information System with Big Data	4	-	-	4
23MBA-0FI22E	Financial Information Security & Privacy	4	-	-	4
23MBA-0BM22C	Bar Management	3	-	2	4
23MBA-0DH22C	Disaster Management in Hotels	3	-	2	4
23MBA-0EM22C	Event Management	4	-	-	4
23MBA-0FO22C	Front Office Managerial Operations	3	-	2	4
23MBA-0SP22E	Strategic Branding & PR Management	4	-	-	4