

MBA 1st year(Semester 1st)
Subject (Codes)

Subject code	Subject Name
101	Managerial Accounting
102	Organizational Behavior
103	Economics Analysis for Business Decisions
104	Business Research Methods
105	Basics of Marketing
106	Digital Business
107	Management Fundamentals
108	Indian Economy
109	Entrepreneurship Development
113	Verbal Communication Lab
115	Selling & Negotiation Skills Lab
117	Business System & Procedures
191	Human Rights-I
193	Information Security-I

MBA 1st Year(Semester 2nd)
Marketing Management

<u>Subject Code</u>	<u>Subject Name</u>
201	Marketing Management (Common Subject)
202	Financial Management (Common Subject)
203	Human Resources Management (Common Subject)
204	Operation & Supply Chain Management (Common Subject)
205	Marketing Research
206	Consumer Behavior
217	Integrated Marketing Communications
218	Product and Brand Management
207	Contemporary Framework in Management
209	Startup And New Venture
211	Business Government And Society (Common Subject)
214	Industry Analysis and Desk Research (Common Subject)
291	Human Rights- II (Common Subject)
293	Information Security-II (Common Subject)

MBA 1st Year(Semester 2nd)
Finance Management

<u>Subject Code</u>	<u>Subject Name</u>
201	Marketing Management (Common Subject)
202	Financial Management (Common Subject)
203	Human Resources Management (Common Subject)
204	Operation & Supply Chain Management (Common Subject)
205	Financial Markets And Banking Operations
206	Personal Financial Planning
219	Direct Taxation
222	Banking Laws & Regulations
207	Contemporary Framework in Management
209	Startup And New Venture
211	Business Government And Society (Common Subject)
214	Industry Analysis and Desk Research (Common Subject)
291	Human Rights- II (Common Subject)
293	Information Security-II (Common Subject)

MBA 1st Year(Semester 2nd)
Human Resource Management

<u>Subject Code</u>	<u>Subject Name</u>
201	Marketing Management (Common Subject)
202	Financial Management (Common Subject)
203	Human Resources Management (Common Subject)
204	Operation & Supply Chain Management (Common Subject)
205	Competency Based Human Resource Management
206	Employee Relations & Labour Legislation
220	Public Relations & Corporate Communications
222	Conflict and Negotiation Management
207	Contemporary in Framework
209	Startup And New Venture
211	Business Government And Society (Common Subject)
214	Industry Analysis and Desk Research (Common Subject)
291	Human Rights- II (Common Subject)
293	Information Security-II (Common Subject)

MBA 1st Year(Semester 2nd)
Operations And Supply Chain Marketing

<u>Subject Code</u>	<u>Subject Name</u>
201	Marketing Management (Common Subject)
202	Financial Management (Common Subject)
203	Human Resources Management (Common Subject)
204	Operation & Supply Chain Management (Common Subject)
205	Services Operations Management-I
206	Supply Chain Management
217	Planning & Control of Operations
219	Inventory Management
207	Contemporary Framework In Management
209	Startup And New Venture
211	Business Government And Society (Common Subject)
214	Industry Analysis and Desk Research (Common Subject)
291	Human Rights- II (Common Subject)
293	Information Security-II (Common Subject)

MBA 1st Year (Semester 2nd)
Business Analytics

<u>Subject Code</u>	<u>Subject Name</u>
201	Marketing Management (Common Subject)
202	Financial Management (Common Subject)
203	Human Resources Management (Common Subject)
204	Operation & Supply Chain Management (Common Subject)
205	Basic Business Analytics Using R
206	Data Mining
217	Marketing Analytics
218	Retailing Analytics
207	Contemporary Framework in management
209	Startup and New Venture Management
211	Business, Government & Society (Common Subject)
214	Industry Analysis & Desk Research (Common Subject)
291	Human Rights- II (Common Subject)
293	Information Security-II (Common Subject)

MBA 2nd Year(Semester 3rd)
Marketing Specialization

<u>Subject Code</u>	<u>Subject Name</u>
301	Strategic Management(III) (Common Subject)
302	Decision Science (Common Subject)
303	Summer Internship Project (Common Subject)
304	Service Marketing III
305	Sales And Distribution Management III
312	Business to Business Marketing III
313	International Marketing III
316	Marketing Analytics III
307	International Business Environment (Common Subject)
308	Project Management (Common Subject)
309	Knowledge Management (Common Subject)

MBA 2nd Year(Semester 3rd)
Finance Specialization

<u>Subject Code</u>	<u>Subject Name</u>
301	Strategic Management(III) (Common Subject)
302	Decision Science (Common Subject)
303	Summer Internship Project (Common Subject)
304	Advance Financial Management
305	International Finance - III
314	Commodities Markets - III
315	Indirect Taxation III
318	Digital Banking
307	International Business Environment III (Common Subject)
308	Project Management (Common Subject)
309	Knowledge Management (Common Subject)

MBA 2nd Year(Semester 3rd)
HR Specialization

<u>Subject Code</u>	<u>Subject Name</u>
301	Strategic Management(III) (Common Subject)
302	Decision Science (Common Subject)
303	Summer Internship Project (Common Subject)
304	Strategic Human Resource Management
305	HR Operations
314	HR Perspective in Mergers and Acquisition
318	Performance Management System
319	Change Management & New Technologies in HRM
307	International Business Environment (Common Subject)
308	Project Management (Common Subject)
309	Knowledge Management (Common Subject)

MBA 2nd Year(Semester 3rd)
Operations And Supply Chain Marketing

<u>Subject Code</u>	<u>Subject Name</u>
301	Strategic Management(III) (Common Subject)
302	Decision Science (Common Subject)
303	Summer Internship Project (Common Subject)
304	Services Operations Management
305	Logistic Management
312	Manufacturing Resources Planning
314	Business Excellence
316	Operations and Services Strategy
307	International Business Environment III (Common Subject)
308	Project Management (Common Subject)
309	Knowledge Management (Common Subject)

MBA 2nd Year(Semester 3rd)
Business Analytics Specialization

<u>Subject Code</u>	<u>Subject Name</u>
301	Strategic Management(III) (Common Subject)
302	Decision Science (Common Subject)
303	Summer Internship Project (Common Subject)
304	Advanced Statistical Methods using R
305	Machine Learning & Cognitive Intelligence Python
312	Social Media, Web & Text Analytics
314	Supply Chain Management
317	E- Commerce Analytics
307	International Business Environment III (Common Subject)
308	Project Management (Common Subject)
309	Knowledge Management (Common Subject)

MBA 2nd Year(Semester 4th)
Marketing Management

<u>Subject Code</u>	<u>Subject Name</u>
401	Enterprise Performance Management (Common Subject)
402	Indian Ethos Business Ethics (Common Subject)
403	Marketing-4.0
404	Marketing Strategy
409	Customer Relationship Management
410	Rural & Agricultural Management
405	Global Strategic Management (Common Subject)
406	Technologies Competition & Strategy (Common Subject)
493	Information Security -IV (Common Subject)
494	Skill Development- IV (Common Subject)

MBA 2nd Year(Semester 4th)
Finance Management

<u>Subject Code</u>	<u>Subject Name</u>
401	Enterprise Performance Management (Common Subject)
402	Indian Ethos Business Ethics (Common Subject)
403	Financial Law
404	Current Trends & Cases in Finance
410	Business Valuation
413	Rural & Micro Finance
405	Global Strategic Management (Common Subject)
406	Technologies Competition & Strategy (Common Subject)
493	Information Security - IV (Common Subject)
494	Skill Development - IV (Common Subject)

MBA 2nd Year(Semester 4th)
Human Resource Management

<u>Subject Code</u>	<u>Subject Name</u>
401	Enterprise Performance Management (Common Subject)
402	Indian Ethos Business Ethics (Common Subject)
403	Organizational Diagnostics & Development
404	Current Trend & Cases In Human Resource Management
410	Designing HR Policies
412	Best Practices HRM
405	Global Strategic Management (Common Subject)
406	Technologies Competition & Strategy (Common Subject)
493	Information Security -IV (Common Subject)
494	Skill Development- IV (Common Subject)

MBA 2nd Year(Semester 4th)
Operation & Supply Chain Management

<u>Subject Code</u>	<u>Subject Name</u>
401	Enterprise Performance Management (Common Subject)
402	Indian Ethos Business Ethics (Common Subject)
403	E-supply chain & Logistics
404	Industry 4.0
409	Enterprise Resources Planning
410	World Class Manufacturing
405	Global Strategic Management (Common Subject)
406	Technologies Competition & Strategy (Common Subject)
493	Information Security -IV (Common Subject)
494	Skill Development- IV (Common Subject)

MBA 2nd Year(Semester 4th)
Business Analytics

<u>Subject Code</u>	<u>Subject Name</u>
401	Enterprise Performance Management (Common Subject)
402	Indian Ethos Business Ethics (Common Subject)
403	Economies of Network Industries
404	Artificial Intelligence in Business Application
409	E Commerce Analytics II
410	Healthcare Analytics
405	Global Strategic Management (Common Subject)
406	Technologies Competition & Strategy (Common Subject)
493	Information Security -IV (Common Subject)
494	Skill Development- IV (Common Subject)

MINOR ONLY SPECIALIZATION

Rural & Agri - Business Management(RABM)		
<u>Semester III</u>		
1	SC-RABM-01	Agriculture and Indian Economy
2	SE-RABM-03	Rural Credit and Finance
3	SE-RABM-04	Rural Marketing-I

Pharma & Health Care Management(PHCM)		
<u>Semester III</u>		
1	SC-PHCM-01	Fundamentals of pharma and Healthcare Management
2	SE-PHCM-03	Strategic Planning & Healthcare Management
3	SE-PHCM-04	Information Technology in Pharma and Healthcare

Tourism & Hospitality Management (THM)		
<u>Semester III</u>		
1	SC-THM-01	Fundamentals of Hospitality Management
2	SE-THM-03	Event Management
3	SE-THM-04	Tourism Planning & Development

International Business Management(IB)		
<u>Semester III</u>		
1	SC-IB-01	Import Export Documentation
2	SE-IB-03	Cross Cultural Management and Global Leadership
3	SE-IB-04	International Business and Employment Laws