

### Program Structure: MBA (2026-28)

<u>Year</u>	<u>Semester I</u>	<u>Credits</u>	<u>Semester II</u>	<u>Credits</u>
<u>1</u>	1.1 Marketing Management	4	2.1 Financial Management	4
	1.2 Quantitative Techniques for Managers	4	2.2 Research Methodology	4
	1.3 Organizational Behaviour	4	2.3 Human Resource Management	4
	1.4 Accounting for Managers	4	2.4 Management Information System	4
	1.5 Managerial Economics	4	2.5 Production and Operations Management	4
	1.6 Legal Aspects of Business	4	2.6. Operations Research	4
	1.7 Business Communication	2	2.7 Indian Economy & Policy	2
	1.8 Science of Living -I	2	2.8 Science of Living - II	2
	1.9 Physical Education, Sports & Yoga – I (Audit Course)	1	1.9 Physical Education, Sports & Yoga – II (Audit Course)	1
	<b>Total Credits</b>	<b>30</b>	<b>Total Credits</b>	<b>30</b>
<u>2</u>	<u>Semester III</u>	<u>Credits</u>	<u>Semester IV</u>	<u>Credits</u>
	3.1 Strategic Management	4	4.1 Capstone Project	12
	3.2 Foundation of Indian Culture	2		
	Elective-1	4		
	Elective-2	4		
	Elective-3	4		
	Elective-4	4		
	Elective -5	4		
	Elective -6	4		
<b>Total Credits</b>	<b>30</b>	<b>Total Credits</b>	<b>12</b>	

### Electives Available in Marketing, Finance, HR & Business Analytics

Sr. No.	Marketing	Finance	Human Resource Management	Business Analytics
1	Brand Management	Security Analysis & Portfolio Management	Compensation and Benefits Management	Business Analytics using R
2	Consumer Behaviour	Management of Financial Services	Strategic HRM	Data Visualization using Power BI
3	Services Marketing	Corporate Restructuring	Performance Management & Appraisals	Database Management using SQL
4	Sales Management	Behavioural Finance and Wealth Management	Talent Acquisition and Management	Prescriptive Analytics and Optimization
5	Integrated Marketing Communication	Financial Engineering	Organizational Development & Change Management	Big Data Analytics
6	International Marketing	Corporate Taxation Planning	Training and Development	Predictive Analysis using Python
7	Digital Marketing –	Corporate Finance	Employee Relations and Labor Laws	Social & Web Analytics
8	Retail Management	Business Analysis & Valuation	HR Analytics	Business Intelligence
9	Customer Relationship Management	Financial Derivatives	International HRM	Text Mining and NLP
10	Marketing Analytics	Financial Analytics	HR Capstone Project	Project – Guideline

Note: The particular specialization shall be offered only if the criteria of minimum number of students per specialization is satisfied.



<b>MBA Program</b>	<b>Number of Credits</b>
Core Courses	78
Electives	24
Summer Internship*	4
<b>Total Credits</b>	<b>106 Credits</b>

\*Summer Internship of 4 -6 weeks of 4- Credits at the end of the 1<sup>st</sup> year of the program