

Revised MBA Program Structure

Year	Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours				Credits
			L	T	P	Total				L	T	P	Total	
	Semester I							Semester II						
I	17MB51C0	Quantitative Methods	3	0	0	3	3	17MB52C0	Human Resource Management	3	0	0	3	3
	17MB51C1	Indian Business Environment	3	0	0	3	3	17MB52C1	Financial Management	2	2	0	4	3
	17MB51C2	Managerial Economics	3	0	0	3	3	17MB52C2	Business Research Methodology	3	0	0	3	3
	17MB51C3	Financial and Management Accounting	2	2	0	4	3	17MB52C3	Introduction to Business Analytics	2	0	2	3	3
	17MB51C4	Marketing Management	3	0	0	3	3	17MB52C4	Operations Management	3	0	0	3	3
	17MB51C5	Organizational Behavior	3	0	0	3	3	17MB52C5	Business Legislation	3	0	0	3	3
	17ES120	Information Systems	2	0	2	4	3	17MB52C6	Enterprise Resource Planning	3	0	0	3	3
	17HS113	Soft Skills for Managers	1	0	2	3	2	17MB52K7	Business Communication	1	2	0	3	2
		Total		20	2	4	26	23		Total	20	4	2	25
	17MB50N0 3-month Internship Program – 9 Credits													
II	17MB61C0	Strategic Management	3	0	0	3	3	17MB62C0	Management Control Systems	3	0	0	3	3
	17MB61C1	International Business Environment	3	0	0	3	3	17MB62C1	Business Ethics & Corporate Governance	3	0	0	3	3
	17MB61xx	Elective -1	3	0	0	3	3	17MB62C2	Entrepreneurship	3	0	0	3	3
	17MB61xx	Elective -2	3	0	0	3	3	17MB62xx	Elective 1	3	0	0	3	3
	17MB61xx	Elective -3	3	0	0	3	3	17MB62xx	Elective 2	3	0	0	3	3
	17MB61xx	Elective -4	3	0	0	3	3	17MB62xx	Elective 3	3	0	0	3	3
	17MB61xx	Sectoral Elective 1	3	0	0	3	3	17MB62xx	Elective 4	3	0	0	3	3
	17MB62E8	Management Research Project	3	0	6	9	6	17MB62xx	Sectoral Elective 2	3	0	0	3	3
	Total		22	0	8	30	26		Total	24	0	0	24	24

Functional Elective Courses

Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours				Credits
		L	T	P	Total				L	T	P	Total	
Marketing							Finance						
17MB61M0	Consumer Behaviour	3	0	0	3	3	17MB61F0	Financial Services and Markets	3	0	0	3	3
17MB61M1	Services Marketing	3	0	0	3	3	17MB61F1	Security Analysis & Portfolio Management	2	2	0	4	3
17MB61M2	B2B Marketing	3	0	0	3	3	17MB61F2	International Financial Management	2	2	0	4	3
17MB61M3	International Marketing	3	0	0	3	3	17MB61F3	Principles of Taxation	2	2	0	4	3
17MB62M4	Sales and Distribution Management	3	0	0	3	3	17MB62F4	Financial Derivatives (Pre-requisite: Security Analysis)	2	2	0	4	3
17MB62M5	Business Analytics in Marketing	3	0	0	3	3	17MB62F5	Business Analytics in Finance	2	2	0	4	3
17MB62M6	Brand Management	3	0	0	3	3	17MB62F6	Planning and Assessment of Income Tax	2	2	0	4	3
17MB62M7	Customer Relationship Management	3	0	0	3	3	17MB62F7	Project Management	2	2	0	4	3

Course Code	Name of the Course	Contact Hours				Credits
		L	T	P	Total	
Human Resource Management						
17MB61H0	Performance Management System	3	0	0	3	3
17MB61H1	Training and Development	3	0	0	3	3
17MB61H2	Industrial Relations & Labour Legislation	3	0	0	3	3
17MB61H3	Leadership in Organizations	3	0	0	3	3
17MB62H4	Compensation Management (Pre-requisite: Performance Management Systems)	3	0	0	3	3
17MB62H5	Strategic Human Resource Management	3	0	0	3	3
17MB62H6	Human Resource Development (Pre-requisite: Training & Development)	3	0	0	3	3
17MB62H7	Business Analytics in HR	3	0	0	3	3
17MB62H8	Organizational Change & Development	3	0	0	3	3

Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours				Credits
		L	T	P	Total				L	T	P	Total	
Business Analytics							Digital Marketing						
17MB61U0	Advanced Analytics with R	3	0	0	4	3	17MB61K0	Media Planning	3	0	0	3	3
17MB61U1	Business Analytics in Marketing -I	2	0	2	4	3	17MB61K1	SEO	3	0	0	3	3
17MB61U2	Business Analytics in HR -I	2	0	2	4	3	17MB61K2	Affiliate marketing	3	0	0	3	3
17MB61U3	Business Analytics in Finance -I	2	0	2	4	3	17MB61K3	Social Media Marketing & Analytics	3	0	0	3	3
17MB62U4	Business Forecasting & Econometrics	3	0	0	4	3	17MB62K4	Mobile Marketing	3	0	0	3	3
17MB62U5	Business Analytics in Marketing -II	2	0	2	4	3	17MB62K5	E-Mail & Content Marketing	3	0	0	3	3

17MB62U6	Business Analytics in HR –II	2	0	2	4	3	17MB62K6	E Commerce	3	0	0	3	3
17MB62U7	Business Analytics in Finance -II	2	0	2	4	3	17MB62K7	Digital PR & Corporate Communication	3	0	0	3	3

Sectoral Elective Courses

Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours			Credits	
		L	T	P	Total				L	T	P	Total	
Retail							Insurance						
17MB61R0	Overview of Retailing	3	0	0	3	3	17MB62S0	Life Insurance	3	0	0	3	3
17MB62R1	Management of Retail Operations	3	0	0	3	3	17MB62S1	General Insurance	3	0	0	3	3
Banking							Foreign Trade						
17MB61B0	Overview of Banking	3	0	0	3	3	17MB61T0	International Logistics Management	3	0	0	3	3
17MB62B1	Banking Service Operations	3	0	0	3	3	17MB62T1	Export & Import Documentation & Insurance	3	0	0	3	3
Healthcare							Information Technology						
17MB61D0	Overview of Healthcare Management	3	0	0	3	3	17MB61I0	IT Enabled Services	3	0	0	3	3
17MB62D1	Management of Healthcare Operations	3	0	0	3	3	17MB62I1	Marketing of Software Solutions (Pre-requisite: Project Management)	3	0	0	3	3
Digital Marketing							Rural and Agricultural Management						
17MB61L0	Overview of Digital Marketing	3	0	0	3	3	17MB61G0	Overview of Agriculture & Rural Sectors in India	3	0	0	3	3
17MB62L1	Advanced Digital Marketing	3	0	0	3	3	17MB62G1	Management of Agricultural & Rural Development in India	3	0	0	3	3

Pharmaceutical Marketing						Business Analytics							
17MB61P0	Pharmaceutical Marketing Management	3	0	0	3	3	17MB61A0	Overview of Business Analytics	3	0	0	3	3
17MB62P1	Advanced Pharmaceutical Marketing Management	3	0	0	3	3	17MB62A1	Advanced Business Analytics	3	0	0	3	3

