

**MASTER OF BUSINESS ADMINISTRATION****REGULATIONS 2024****PROGRAM STRUCTURE****SEMESTER I**

| S. No. | Course Code | Name of the Course                                       | L | T | P | C  |
|--------|-------------|--|---|---|---|----|
| 1      | MBG24101T   | Managerial Economics                                     | 3 | 0 | 0 | 3  |
| 2      | MBG24102T   | Financial Reporting Analysis                             | 3 | 0 | 0 | 3  |
| 3      | MBG24103T   | Marketing Management                                     | 3 | 0 | 0 | 3  |
| 4      | MBG24104T   | Quantitative Analysis Techniques                         | 3 | 0 | 0 | 3  |
| 5      | MBG24105TA  | Organizational Behaviour                                 | 2 | 0 | 0 | 2  |
| 6      | MBG24106T   | Legal and Ethical Business Environment                   | 2 | 0 | 0 | 2  |
| 7      | MBG24107T   | Operations Management                                    | 3 | 0 | 0 | 3  |
| 8      | MBG24108L   | Programming Languages for Business Decisions (Practical) | 0 | 0 | 4 | 2  |
| 9      | MBG24109L   | Professional Upskilling                                  | 0 | 0 | 4 | 2  |
|        |             | Total Credits  |   |   |   | 23 |

**SEMESTER II**

| S. No. | Course Code | Name of the Course   | L | T | P | C  |
|--------|-------------|--|---|---|---|----|
| 1      | MBG24201T   | Management Accounting  | 3 | 0 | 0 | 3  |
| 2      | MBG24202T   | Applied Marketing  | 2 | 0 | 0 | 2  |
| 3      | MBG24203T   | Human Resources Management   | 2 | 0 | 0 | 2  |
| 4      | MBG24204T   | Corporate Finance  | 2 | 0 | 0 | 2  |
| 5      | MBG24205T   | Research Methodology and Statistical Analysis  | 3 | 0 | 0 | 3  |
| 6      | Elective 1  | Two electives to be chosen by the students from any Two Functional Domains (One from each Domain) from Finance, Marketing, Operation Management, Human Resource Management, Strategy, Business Analytics, Management Information Systems and Logistics & Supply Chain Management | 3 | 0 | 0 | 3  |
| 7      | Elective 2  |  | 3 | 0 | 0 | 3  |
| 8      | MBG24206L   | Business Analytics (Practical)   | 0 | 0 | 4 | 2  |
| 9      | MBG24207L   | Personal Effectiveness and Leadership  | 0 | 0 | 4 | 2  |
|        |             | Total Credits  |   |   |   | 22 |

### SEMESTER III

| S. No. | Course Code | Name of the Course  | L | T | P  | C         |
|--------|-------------|---|---|---|----|-----------|
| 1      | MBG24301T   | Strategic Management  | 2 | 0 | 0  | 2         |
| 2      | MBG24302T   | Artificial Intelligence for Business  | 3 | 0 | 0  | 3         |
| 3      | Elective 3  | Three electives to be chosen by the students from the respective Two Functional Domains already chosen in the 2 <sup>nd</sup> Semester (2 + 1 or 1 + 2 from each Domain) from Finance, Marketing, Operation Management, Human Resource Management, Strategy, Business Analytics, Management Information Systems and Logistics & Supply Chain Management | 3 | 0 | 0  | 3         |
| 4      | Elective 4  |   | 3 | 0 | 0  | 3         |
| 5      | Elective 5  |   | 3 | 0 | 0  | 3         |
| 6      | MBG24303L   | Main Project  | 0 | 0 | 16 | 8         |
|        |             | <b>Total Credits</b>  |   |   |    | <b>22</b> |

### SEMESTER IV

| S. No. | Course Code | Name of the Course  | L | T | P | C         |
|--------|-------------|---|---|---|---|-----------|
| 1      | Elective 6  | Seven electives to be chosen by the students from the respective Two Functional Domains already chosen in the 2 <sup>nd</sup> and 3 <sup>rd</sup> Semester (3 + 4 or 4 + 3 from each Domain) from Finance, Marketing, Operation Management, Human Resource Management, Strategy, Business Analytics, Management Information Systems and Logistics & Supply Chain Management | 3 | 0 | 0 | 3         |
| 2      | Elective 7  |   | 3 | 0 | 0 | 3         |
| 3      | Elective 8  |   | 3 | 0 | 0 | 3         |
| 4      | Elective 9  |   | 3 | 0 | 0 | 3         |
| 5      | Elective 10 |   | 3 | 0 | 0 | 3         |
| 6      | Elective 11 |   | 3 | 0 | 0 | 3         |
| 7      | Elective 12 |   | 3 | 0 | 0 | 3         |
|        |             | <b>Total Credits</b>  |   |   |   | <b>21</b> |
|        |             | <b>Overall Credits</b>  |   |   |   | <b>88</b> |

## Finance Electives

| S. No. | Course Code | Name of the Course                                | L | T | P | C |
|--------|-------------|---|---|---|---|---|
| 1      | MBG24F01T   | Financial Markets, Institutions and Instruments   | 3 | 0 | 0 | 3 |
| 2      | MBG24F02T   | Investment Analysis and Portfolio Management      | 3 | 0 | 0 | 3 |
| 3      | MBG24F03T   | Financial Derivatives                             | 3 | 0 | 0 | 3 |
| 4      | MBG24F04T   | Mergers, Acquisitions and Corporate Restructuring | 3 | 0 | 0 | 3 |
| 5      | MBG24F05T   | Fintech   | 3 | 0 | 0 | 3 |
| 6      | MBG24F06T   | Behavioral Finance                                | 3 | 0 | 0 | 3 |
| 7      | MBG24F07T   | Taxation  | 3 | 0 | 0 | 3 |
| 8      | MBG24F08T   | International Finance                             | 3 | 0 | 0 | 3 |
| 9      | MBG24F09T   | Financial Analytics                               | 3 | 0 | 0 | 3 |
| 10     | MBG24F10T   | Forensic Finance                                  | 3 | 0 | 0 | 3 |
| 11     | MBG24F11T   | Sustainable and Green Finance                     | 3 | 0 | 0 | 3 |
| 12     | MBG24F12T   | Risk Management and Insurance                     | 3 | 0 | 0 | 3 |

## Marketing Electives

| S. No. | Course Code | Name of the Course                  | L | T | P | C |
|--------|-------------|-------------------------------------|---|---|---|---|
| 1      | MBG24M01T   | Customer Relationship Management    | 3 | 0 | 0 | 3 |
| 2      | MBG24M02T   | Consumer Behaviour                  | 3 | 0 | 0 | 3 |
| 3      | MBG24M03T   | B2B Marketing                       | 3 | 0 | 0 | 3 |
| 4      | MBG24M04L   | Customer Analytics                  | 0 | 0 | 6 | 3 |
| 5      | MBG24M05T   | Digital Marketing                   | 3 | 0 | 0 | 3 |
| 6      | MBG24M06T   | Marketing of Services               | 3 | 0 | 0 | 3 |
| 7      | MBG24M07T   | Integrated Marketing Communications | 3 | 0 | 0 | 3 |
| 8      | MBG24M08T   | Marketing Research and Insights     | 3 | 0 | 0 | 3 |
| 9      | MBG24M09T   | Marketing Strategy                  | 3 | 0 | 0 | 3 |
| 10     | MBG24M10T   | Salesmanship and Sales Management   | 3 | 0 | 0 | 3 |
| 11     | MBG24M11T   | Retail Management                   | 3 | 0 | 0 | 3 |

|    |           |                              |   |   |   |   |
|----|-----------|------------------------------|---|---|---|---|
| 12 | MBG24M12T | Product and Brand Management | 3 | 0 | 0 | 3 |
|----|-----------|------------------------------|---|---|---|---|

### HR Electives

| S.No. | Course Code | Name of the Course                                       | L | T | P | C |
|-------|-------------|--|---|---|---|---|
| 1     | MBG24H01T   | Industrial Relations                                     | 3 | 0 | 0 | 3 |
| 2     | MBG24H02T   | Labour Legislation                                       | 3 | 0 | 0 | 3 |
| 3     | MBG24H03T   | Strategic Human Resource Management                      | 3 | 0 | 0 | 3 |
| 4     | MBG24H04T   | International Human Resource Management                  | 3 | 0 | 0 | 3 |
| 5     | MBG24H05T   | Training and Development                                 | 3 | 0 | 0 | 3 |
| 6     | MBG24H06T   | Human Resource Metrics and Analytics                     | 3 | 0 | 0 | 3 |
| 7     | MBG24H07T   | Leadership and Team Dynamics                             | 3 | 0 | 0 | 3 |
| 8     | MBG24H08T   | Talent and Knowledge Management                          | 3 | 0 | 0 | 3 |
| 9     | MBG24H09T   | NLP and Psychological Testing (Neuro-Linguistic Program) | 3 | 0 | 0 | 3 |
| 10    | MBG24H10T   | Stress Management  | 3 | 0 | 0 | 3 |
| 11    | MBG24H11T   | Cross Cultural and Diversity Management                  | 3 | 0 | 0 | 3 |
| 12    | MBG24H12T   | Performance Management and Competency Mapping            | 3 | 0 | 0 | 3 |
| 13    | MBG24H13T   | Compensation Management                                  | 3 | 0 | 0 | 3 |

### Operations Electives

| Sl. No. | Sub. Code | Subject Name                            | L | T | P | C |
|---------|-----------|---|---|---|---|---|
| 1       | MBG24O01T | Operations Planning And Control         | 3 | 0 | 0 | 3 |
| 2       | MBG24O02T | Project Management                      | 3 | 0 | 0 | 3 |
| 3       | MBG24O03T | Sourcing and Procurement Management     | 3 | 0 | 0 | 3 |
| 4       | MBG24O04T | Service Operations Management           | 3 | 0 | 0 | 3 |
| 5       | MBG24O05T | Supply Chain and Logistics Management   | 3 | 0 | 0 | 3 |
| 6       | MBG24O06T | Total Quality Management                | 3 | 0 | 0 | 3 |
| 7       | MBG24O07T | Operations Strategy                     | 3 | 0 | 0 | 3 |
| 8       | MBG24O08T | Management of Manufacturing Systems     | 3 | 0 | 0 | 3 |
| 9       | MBG24O09L | Supply Chain Analytics                  | 0 | 0 | 6 | 3 |
| 10      | MBG24O10T | Design Thinking                         | 3 | 0 | 0 | 3 |
| 11      | MBG24O11T | Sustainability in Operations Management | 3 | 0 | 0 | 3 |
| 12      | MBG24O12T | Industry 4.0 and Technology Management  | 3 | 0 | 0 | 3 |

### Strategy Electives

| S. No. | Course Code | Name of the Course                         | L | T | P | C |
|--------|-------------|--|---|---|---|---|
| 1      | MBG24S01T   | Dynamics of Framing and Executing Strategy | 3 | 0 | 0 | 3 |
| 2      | MBG24S02T   | Strategic Leadership                       | 3 | 0 | 0 | 3 |
| 3      | MBG24S03T   | Foundations of Strategy Consulting         | 3 | 0 | 0 | 3 |
| 4      | MBG24S04T   | Strategic Modeling and Execution           | 3 | 0 | 0 | 3 |
| 5      | MBG24S05T   | Corporate Governance                       | 3 | 0 | 0 | 3 |
| 6      | MBG24S06T   | Strategic Management of Services           | 3 | 0 | 0 | 3 |

### Business Analytics Electives

| S. No. | Course Code | Name of the Course                 | L | T | P | C |
|--------|-------------|------------------------------------|---|---|---|---|
| 1      | MBG24B01L   | Data Visualization for Managers    | 0 | 0 | 6 | 3 |
| 2      | MBG24B02L   | Business Forecasting               | 0 | 0 | 6 | 3 |
| 3      | MBG24B03L   | Data Science using R               | 0 | 0 | 6 | 3 |
| 4      | MBG24B04L   | Business Data Mining               | 0 | 0 | 6 | 3 |
| 5      | MBG24B05L   | Marketing Analytics                | 0 | 0 | 6 | 3 |
| 6      | MBG24B06L   | Financial Analytics                | 0 | 0 | 6 | 3 |
| 7      | MBG24B07T   | Social Media Analytics             | 3 | 0 | 0 | 3 |
| 8      | MBG24B08L   | HR Analytics                       | 0 | 0 | 6 | 3 |
| 9      | MBG24B09L   | Supply Chain Analytics             | 0 | 0 | 6 | 3 |
| 10     | MBG24B10L   | Operations Analytics               | 0 | 0 | 6 | 3 |
| 11     | MBG24B11L   | Introduction to Machine Learning   | 0 | 0 | 6 | 3 |
| 12     | MBG24B12T   | Big Data Management and Security   | 3 | 0 | 0 | 3 |
| 13     | MBG24B13T   | Block Chain and Business Analytics | 3 | 0 | 0 | 3 |

## Logistics and Supply Chain Management Electives

| Sl. No. | Sub. Code | Subject Name  | L | T | P | C |
|---------|-----------|---|---|---|---|---|
| 1       | MBG24L01T | Supply Chain and Logistics Management                     | 3 | 0 | 0 | 3 |
| 2       | MBG24L02T | Project Management  | 3 | 0 | 0 | 3 |
| 3       | MBG24L03T | Sourcing and Procurement Management                       | 3 | 0 | 0 | 3 |
| 4       | MBG24L04T | Warehouse and Distribution Management                     | 3 | 0 | 0 | 3 |
| 5       | MBG24L05L | Supply Chain Analytics                                    | 0 | 0 | 6 | 3 |
| 6       | MBG24L06L | Supply Chain Optimization and Simulation                  | 0 | 0 | 6 | 3 |
| 7       | MBG24L07T | Total Quality Management                                  | 3 | 0 | 0 | 3 |
| 8       | MBG24L08T | Circular Economy in Logistics and Supply Chain Management | 3 | 0 | 0 | 3 |
| 9       | MBG24L09T | Supply Chain Digitalization and Industry 4.0              | 3 | 0 | 0 | 3 |
| 10      | MBG24L10T | E- Commerce Logistics and Last-Mile Delivery              | 3 | 0 | 0 | 3 |
| 11      | MBG24L11T | Supply Chain Resilience and Risk Management               | 3 | 0 | 0 | 3 |
| 12      | MBG24L12T | Global Supply Chain Management and International Trade    | 3 | 0 | 0 | 3 |
| 13      | MBG24L13T | Port and Airport Cargo Operations                         | 3 | 0 | 0 | 3 |
| 14      | MBG24L14T | Service Operations Management                             | 3 | 0 | 0 | 3 |
| 15      | MBG24L15T | Design Thinking   | 3 | 0 | 0 | 3 |