

## PROGRAM STRUCTURE

The two-year full-time MBA program is spread over two academic sessions, each comprising two semesters – the ODD semester (usually commencing from July every year) and the EVEN semester (generally starting from January every year). The minimum duration to graduate from the program is two years (4 semesters). However, the students are expected to complete all academic requirements before the end of six semesters, i.e., within three years of admission to the program, the maximum period permissible to complete the program.

During the first academic session (Semesters 1 & 2), the students are exposed to core courses necessary to build general managerial abilities and develop an appreciation for cross-functional business activities. During the second academic session (Semesters 3 & 4), students opt for elective courses from one specialization and a few other core and elective courses. The Department currently offers specializations (subject to a minimum number of students opting for the specialization) in the areas of:

1. Marketing
2. Finance
3. Human Resources
4. Operations Management
5. Business Analytics
6. General Management & Strategy

During the summer break, the students are required to undergo a **summer internship** in a reputed business organization during the first and second academic years. The students are also required to work on an applied research project during Semester 4 and use their skills in identifying, isolating, and solving business problems using an evidence-based approach.

SEMESTER - I	SEMESTER - II
Management Theory & Practice	Business Environment
Accounting for Managers	Financial Management
Marketing Management - I	Marketing Management - II
Organizational Behavior	Human Resource Management
Managerial Economics	Business Research Methods
Operations Research & Optimization	Operations Management
Statistics for Decision Making	IT for Data Visualization
Business Communication - I	Business Communication - II
SEMESTER - III	SEMESTER - IV
Strategic Management	Business Laws
Strategy for Management in Digital Age	Corporate Governance, Ethics & CSR
The course of Independent Study (CIS)	Applied Management Research Project/Capstone Project
Summer Internship (SI)	Area Elective 4.1
Area Elective 3.1	Area Elective 4.2
Area Elective 3.2	Area Elective 4.3
Area Elective 3.3	Program Elective 4.1
Program Elective 3.1	
Program Elective 3.2	

AREA ELECTIVES

MARKETING	FINANCE & ACCOUNTING
Consumer Behavior	Financial Markets & Systems
Integrated Marketing Communications	Investment Management
Services Marketing	Money & Banking
Managing Customer Relationships	Project & Infrastructure Finance
Brand Management	Corporate Restructuring
Sales & Distribution Management	International Finance
Marketing Analytics	Behavioral Finance
International Marketing	Financial Modelling in Excel
Digital Marketing	Future, Options & Risk Management
Rural Marketing	Fixed Income Securities
B2B Marketing	Management Control Systems
Pricing Strategy	Investment Banking
Marketing of Hi-Technology Products	Financial Analytics
Managing Product Portfolios	Financial Statement Analysis
	Trends in FinTech
	Supply Chain Finance
HUMAN RESOURCES	OPERATIONS
Organizational Change & Development	Advanced Operations Research
Strategic Human Resource Management	Business Forecasting
Performance & Compensation Management	Constraints Management and Industry Applications
HR Strategic Staffing	Contemporary Project Management
Managing High-Performance Teams	Operations Strategy for Competitive Advantage
Learning & Development	Service Operations Management
Industrial Relations & Labour Laws	Distribution & Logistics Management
Competency Mapping & Assessment	Game Theory for Business Strategy
International HRM	Purchasing and Sourcing Management
HR Analytics	Managing Supply Chain Risk
Psychological Testing	Business Process Modelling
Career Development & Succession Planning	Supply Chain Analytics & Optimization
Managing Social & Human Capital	Lean Six Sigma
BUSINESS ANALYTICS	GENERAL MANAGEMENT & STRATEGY*
Data Structure & Quality	Entrepreneurship Development
Multivariate Data Analysis	Creative Problem Solving
Econometrics & Time Series Analysis	Innovation and Design Thinking
Business Analytics & Intelligence	Team Building and Leadership
Applications of Machine Learning	Negotiation Skills
Managing Enterprise Data	Managing Across Cultures
Decision Support Systems	Managing Creativity & Innovation
Strategic Information Systems	Technology Management
Introduction to Big Data & Cloud Computing	IT Project Management
Marketing Analytics	Information Security & Risk Management
Financial Analytics	Technical Writing
HR Analytics	e-Business & e-Governance
Supply Chain Analytics & Optimization	