

MBA Master of Business Administration Draft Syllabus (Effective from 2014-15)

I semester

Subject Code	Title of the Subject
14MBA 11	Management & Organisational Behaviour
14MBA 12	Economics for Manages
14MBA 13	Accounting for Managers
14MBA 14	Business Analytics
14MBA 15	Marketing Management
14MBA 16	Managerial Communication

II SEMESTER

Subject Code	Title of the Subject
14MBA 21	Human Resource Management
14MBA 22	Financial Management
14MBA 23	Research Methods
14MBA 24	Business, Government and Society
14MBA 25	Strategic Management
14MBA 26	Entrepreneurial Development

III SEMESTER

Marketing Specialisation

Subject Code	Title of the Subject
14MBAMM301	Consumer Behavior
14MBAMM302	Retail Management
14MBAMM303	Services Marketing
14MBAMM304	Marketing Research
14MBAMM305	Business Marketing
14MBAMM306	Supply Chain Management

Financial Specialisation

Subject Code	Title of the Subject
14MBAFM301	Principles & Practices of Banking
14MBAFM302	Financial Services
14MBAFM303	Investment Management
14MBAFM304	Advanced Financial Management
14MBAFM305	Cost Management
14MBAFM306	Strategic Credit Management

Human Resource Specialisation

Subject Code	Title of the Subject
14MBAHR301	Industrial Relations & Legislations
14MBAHR302	Recruitment & Selection
14MBAHR303	Compensation & Benefits
14MBAHR304	Learning & Development
14MBAHR305	Knowledge Management
14MBAHR306	Negotiation & Conflict Management

DUAL Specialization: Marketing & Finance Specialisation

Subject Code	Title of the Subject
14MBAMM301	Consumer Behaviour
14MBAMM302	Retail Management
14MBAMM303	Services Marketing
14MBAFM301	Principles & Practices of Banking
14MBAFM302	Financial Services
14MBAFM303	Investment Management

Marketing & Human Resources Specialisation

Subject Code	Title of the Subject
14MBAMM301	Consumer Behavior
14MBAMM302	Retail Management
14MBAMM303	Services Marketing
14MBAHR301	Industrial Relations & Legislations
14MBAHR302	Recruitment & Selection
14MBAHR303	Compensation & Benefits

Finance & Human Resource Specialisation

Subject Code	Title of the Subject
14MBAFM301	Principles & Practices of Banking
14MBAFM302	Financial Services
14MBAFM303	Investment Management
14MBAHR301	Industrial Relations & Legislations
14MBAHR302	Recruitment & Selection
14MBAHR303	Compensation & Benefits

IV SEMESTER

Marketing Specialisation

Subject Code	Title of the Subject
14MBAMM407	Sales Management
14MBAMM408	Integrated Marketing Communication
14MBAMM409	E-Marketing
14MBAMM410	Strategic Brand Management
14MBAMM411	Rural Marketing
14MBAMM412	International Marketing Management

Financial Specialisation

Subject Code	Title of the Subject
14MBAFM407	Business Valuation Analysis
14MBAFM408	Risk Management and Insurance
14MBAFM409	Tax Management
14MBAFM410	International Financial Management
14MBAFM411	Financial Derivatives
14MBAFM412	Strategic Financial Management

Human Resource Specialisation

Subject Code	Title of the Subject
14MBAHR407	Public Relations
14MBAHR408	Workplace Ethics
14MBAHR409	International Human Resource Management
14MBAHR410	Organisation Change and Development
14MBAHR411	Strategic Talent Management
14MBAHR412	Personal Growth & Interpersonal Effectiveness

DUAL Specialisation:

Marketing & Finance Specialisation

Subject Code	Title of the Subject
14MBAMM407	Sales Management
14MBAMM408	Integrated Marketing Communication
14MBAMM409	E-Marketing
14MBAFM407	Business Valuation Analysis
14MBAFM408	Risk Management and Insurance
14MBAFM409	Tax Management

Marketing & Human Resources Specialisation

Subject Code	Title of the Subject
14MBAMM407	Sales Management
14MBAMM408	Integrated Marketing Communication
14MBAMM409	E-Marketing
14MBAHR407	Public relations
14MBAHR408	Workplace Ethics
14MBAHR409	International Human Resource Management

Finance & Human Resource Specialisation

Subject Code	Title of the Subject
14MBAFM407	Business Valuation Analysis
14MBAFM408	Risk Management and Insurance
14MBAFM409	Tax Management
14MBAHR407	Public relations
14MBAHR408	Workplace Ethics
14MBAHR409	International Human Resource Management

Project Work

Subject Code	Title of the Subject
14MBA47	Summer Project