

## LATEST NEWS



## The MBA Program

### Welcome to the MBA Program

The MBA Program of the University prepares the students with the knowledge, skills and strategic perspectives essential to business leadership and a managerial career in the world. The MBA Program is designed to provide both a portfolio of strong functional skills and the ability to apply, adapt and integrate those skills in different management settings.

#### Eligibility:

Graduation in any discipline with 50% and above aggregate marks.  
 Final year degree students awaiting results

#### Duration:

Two Years.

### Program Structure

The Program covers 28 courses apart from soft skills and management thesis spread over 4 semesters in 2 years. Students are also required to undergo a summer internship program for 14 weeks.

#### Electives

The students are encouraged to choose eight courses from eight elective streams viz., Marketing, HRM, Finance, Banking, Investments, Insurance, Accounting and IT & Systems. Students will have the flexibility in choosing more than one course from these elective streams. Students will also have the facility for dual specialization. Elective courses will be offered subject to a minimum number of students enrolling for a particular elective course.

### MBA Program Structure

YEAR	FIRST SEMESTER	SECOND SEMESTER
I	Marketing Management-I	Marketing Management-II
	Financial Management-I	Financial Management-II
	Quantitative Methods	Operations Management
	Organizational Behavior	Human Resource Management
	Managerial Economics	Macro-economics & Business Environment
	Information Systems for Managers	Enterprise-wide Information Systems
	Accounting for Managers	Business Research Methods
	Business Communication	Legal Environment of Business
		Soft Skills Lab I
<b>Summer Internship Program</b>		

YEAR	THIRD SEMESTER	FOURTH SEMESTER
II	Management Control Systems	Business Ethics & Corporate Governance
	Business Strategy - I	Business Strategy - II
	Elective - I	Elective - V
	Elective - II	Elective - VI
	Elective - III	Elective - VII
	Elective - IV	Elective - VIII
	Soft Skills Lab - II	Management Thesis II
	Management Thesis I	

### Electives:

**Marketing:** Integrated Marketing Communication, Services Marketing, International Marketing, Sales & Distribution Management, Marketing Research, B2B Marketing, Consumer Behavior, Retail Management, Strategic Marketing Management, Customer Relationship Management, Brand Management.

**Banking:** Money & Banking, Credit Management, Central Banking, Commercial Banking, Overview of Banking, Banking Services Operations, Rural Banking & Microfinance, Corporate Banking, Small & Medium Enterprises Banking.

**Insurance:** Life Insurance, General Insurance, Risk & Insurance, Claims Management, Underwriting Management.

**Finance:** Strategic Financial Management, Security Analysis, Project Management, Management of Financial Institutions, Financial Risk Management.

**HRM:** Performance Management & Reward Systems, Training & Development, Leadership Skills & Change Management, Strategic HRM, Employment Laws, Managing Knowledge Workers, Corporate Communications, Human Resource Planning.

**Investments:** Security Analysis, Portfolio Management & Mutual Funds, Personal Financial Planning, Wealth Management, Investment Banking & Financial Services.

**IT & Systems:** e-Business, Software Engineering & Quality Management, System Analysis & Design, Java Application Development, IT Enabled Services, Relational Database Management Systems, Data Warehousing, Data Mining.

**Accounting:** Advanced Management Accounting, Advanced Financial Accounting.

\* This program structure and electives are subject to change, if required.

#### Award of Degree:

Successful students will receive the MBA degree from the University, subject to University regulations.