



Master of Business Administration

The Master of Business Administration is a two year full-time degree program from Amity University.

MBA Course Structure – Core Courses	
Semester 1	Semester 2
<ul style="list-style-type: none"> • Organization Behaviour • Accounting for Management • Economic Analysis • Marketing Management • Information Technology for Managers • Quantitative Techniques in Management • Legal Aspects of Business • Business Communication – I • Behavioural Science – I • Foreign Business Language – I <ul style="list-style-type: none"> French German Spanish Japanese Chinese 	<ul style="list-style-type: none"> • Human Resource Management • Financial Management • International Business and Practices • Marketing Research • Operations Management • Management Science • Knowledge Management • Managerial Competency & Career Development (Non-Credit course) • Business Communication – II • Behavioural Science – II • Foreign Business Language – II <ul style="list-style-type: none"> French German Spanish Japanese Chinese

Common Subjects – Core Courses	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Strategic Management • Managing Excellence (Non Credit Course) • Business Communication – III • Behavioural Science – III • Foreign Language – III <ul style="list-style-type: none"> French German Spanish Japanese Chinese • Summer Internship (Evaluation) 	<ul style="list-style-type: none"> • Management in Action – Social, Economic & Ethical Issues • Business Communication – IV • Behavioural Science – IV • Foreign Language – IV <ul style="list-style-type: none"> French German Spanish Japanese Chinese • Dissertation (Commencing Sem – III)

ELECTIVE (Any six courses out of any two programmes in a combination of 4+2 or 3+3)

ENTREPRENEURSHIP & LEADERSHIP

Semester 3	Semester 4
<ul style="list-style-type: none"> • Entrepreneurship Process & Behaviour • Innovation in Business & Enterprise • Evaluating Business Opportunities • Emerging Business Sectors and Technologies 	<ul style="list-style-type: none"> • Managing Corporate Entrepreneurship • Family Business Management • Small Business Management and Strategies • Financing New Ventures and Businesses

FINANCE & ACCOUNTING	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Cost and Management Accounting • Project Planning, Appraisal and Control • International Finance • Management of Financial Services • Security Analysis & Portfolio Management 	<ul style="list-style-type: none"> • Corporate Tax Planning • Financial Engineering • Management of Financial Institutions • Strategic Financial Management • Commercial Banking

HUMAN RESOURCE	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Industrial Relations & Labour Laws • Organizational Change and Development • Performance & Competency Management • Talent Acquisition and Development • Strategic Human Resource Management 	<ul style="list-style-type: none"> • Compensation and Reward Management • Measurement in Human Resource • Global Human Resource Management • Organizational Design & Structural Processes • Managerial Counselling

INTERNATIONAL BUSINESS	
Semester 3	Semester 4
<ul style="list-style-type: none"> • International Trade Finance • International Commodity Management • International Economics and Policy • International Trade Procedures & Documentation • Foreign Exchange Management 	<ul style="list-style-type: none"> • Foreign Trade Policy • International Supply Chain Management • International Cross Culture & Diversity Management • Global Outsourcing : Issues & Perspective • Global Business Operations

INSURANCE MANAGEMENT	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Application of General Insurance • Life Insurance – Underwriting & Claims • Regulatory Framework of Insurance • Risk Management & Insurance 	<ul style="list-style-type: none"> • Commercial Insurance Underwriting & Operations • Insurance Accounts & Fund Management

	<ul style="list-style-type: none"> • Insurance Marketing & Client Management • Product Development & Pricing
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INFORMATION TECHNOLOGY

Semester 3	Semester 4
<ul style="list-style-type: none"> • Business Process System • Management of Software Projects • Decision Support & Business Intelligence Systems • Service Oriented Architecture & IT Service Management • Web-enabled Business Processes 	<ul style="list-style-type: none"> • System Analysis and Design • Enterprise Management • Information Security & Risk Management • Marketing of IT Solutions • Software Quality Assurance

MARKETING & SALES

Semester 3	Semester 4
<ul style="list-style-type: none"> • Consumer Behaviour • Distribution & Logistics Management • Sales Management • Product & Brand Management • Rural Marketing 	<ul style="list-style-type: none"> • Advertising and Sales Promotion • Customer Relationship Management • Industrial Marketing • International Marketing • Marketing of Services

OPERATIONS MANAGEMENT

Semester 3	Semester 4
<ul style="list-style-type: none"> • Management of Technology and Innovation • Supply Chain Management • Project Management • Manufacturing Competitiveness • Total Quality and Competitive Advantage 	<ul style="list-style-type: none"> • Service Operations Management • Operations Strategy • Lean Six Sigma • Facility Planning and Total Productive Maintenance • Process Analysis and Theory of Constraints

RETAIL MANAGEMENT

Semester 3	Semester 4
<ul style="list-style-type: none"> • Fundamentals of Retailing • Merchandising Management • Retail Supply Chain & Logistics Management • Franchising in Retailing • Retailing of Insurance Products and Financial Services 	<ul style="list-style-type: none"> • Mall Dynamics and Real Estate Management • Visual Merchandising and Space Planning • Retail Sales and Category Management • Retail Branding and CRM • E-Retailing

Notes:

1. For non-credit courses, evaluation will be done but no credit units will be assigned. They will be reflected in the grade sheet with result as "satisfactory" or "Unsatisfactory".
2. In semester III & IV, a student can opt for one course of BSI/ EMC2 either as an alternative to one of the elective courses or as an additional course. In case these are taken as an alternative to an elective course, each of these courses will have 4 credit units and if taken as an additional course, then each will be treated as non-credit course.