

The MBA Program

Area(s)	Compulsory Courses	Functional Electives	Sectoral Electives
Marketing	Marketing Management-I Marketing Management-II	Product & Brand Management Social Media & E-Marketing Integrated Marketing Communication Sales & Distribution Management Business to Business Marketing Services Marketing Rural Marketing Consumer Behaviour	Marketing Intelligence Retail Strategy Pricing strategy Customer Value Management
Finance	Accounting for Managers Financial Management-I Financial Management-II	Security Analysis and Portfolio Management Financial Statement Analysis & Business Valuation Project Appraisal and Financing Corporate Taxation and Planning Commodities Derivatives Market Options, Futures and Risk Management International Financial Management Fixed Income Securities	Management of Financial Services Commercial Banking and Insurance Investment Banking Financial Institutions & Markets
Organisational Behavior and Human Resource Management	Organisational Behavior-I Organisational Behavior-II Human Resource Management	Managing Employee Relations Employment Law Performance & Compensation Management Talent Management Competency Management and Assessment Centre Strategic HRM Organizational Development and Change Training & Development	Coaching, Mentoring and Career Management Business Negotiation Skills Team Building and Conflict Management Leadership Skills for Managers
Operations Management	Operations Management Project Management Fundamentals of Supply Chain Management Quality Management	Production Planning and Control Service Operations Management Inventory and Warehouse Management Logistics Management Operations Strategy Supply Chain Management	Air and Maritime Logistics Road and Rail Logistics Retail SCM Event Logistics and Humanitarian SCM

		Materials Management and ERP Advanced Decision Models	
Economics and International Business	Managerial Economics Macroeconomics and Business Policy International Business		International Economics and Trade Policy International Trade Operations and Logistics Global Sourcing for Business Development Global Markets and Competition
Business Analytics	Business Analytics		Data Science for Business Data Management, Visualization and Analysis Applied Business Models Business Forecasting and Prediction Techniques
Communication and Employability Skills	Managerial Communication-I Managerial communication-II Effective Self Management Social and Professional Etiquette Winning the Job Battle Problem Solving and Decision Making Skills		
Quantitative Techniques	Business Statistics Quantitative Methods for Decision Making		
General Management and Strategy	Business and Corporate Laws Strategic Management Entrepreneurship and Innovation Business Sustainability and Ethics Business Research Methods		
Information Technology	Management Information Systems Integrating Information Systems into Business		Enterprise Systems I Enterprise Systems II Business in the Digital Era Business Process Management & Enterprise Systems