

The MBA Program

The MBA Program prepares the students with the knowledge, skills and strategic perspectives essential to business leadership and a managerial career in the competitive world.

The MBA Program is unique with contemporary curriculum, excellent infrastructure, emphasis on acquiring practical skills and establishing strong industry interface culminating in MBA graduates getting suitable placements and in their advanced studies.

Duration:

Two Years

Eligibility:

- Pass in Graduation in any discipline with 50% and above aggregate marks; Students awaiting their final examinations results can also apply.
- Scores of MAT & ATMA will be an added advantage.

Program Structure:

The Program covers 28 courses (apart from personal effectiveness and Soft Skills labs) spread over 4 semesters in 2 years. Students are also required to undergo a summer internship program of 12 weeks after year I.

| Master of Business Administration (MBA) | | | | | |
|---|--------------|--|--|-------------|-------------------------------|
| First Year | Semester I | | | Semester II | |
| | CC 1 | Accounts for Managers | | SE 1 | Business Communication |
| | CC 2 | Marketing Management- I | | CC 8 | Marketing Management- II |
| | CC 3 | Quantitative Methods | | CC 9 | Financial Management-II |
| | CC 4 | Financial Management-I | | CC 10 | Operations Management |
| | CC 5 | Organisational Behaviour | | CC 11 | Human Resource Management |
| | CC 6 | Managerial Economics | | CC 12 | Business Research Methods |
| | CC 7 | Information Systems for Managers | | CC 13 | Legal Environment of Business |
| Summer Internship Program (SIP) | | | | | |
| Second Year | SEMESTER III | | | SEMESTER IV | |
| | SE 2 | Soft Skills | | SE 3 | Entrepreneurship Development |
| | CC 14 | Business Ethics & Corporate Governance | | CC 16 | Business Strategy II |
| | CC 15 | Business Strategy I | | CC 17 | Management Thesis |
| | | Elective-1 | | | Elective-5 |
| | | Elective-2 | | | Elective-6 |
| | | Elective-3 | | | Elective-7 |
| | | Elective-4 | | | Elective-8 |

| Students can opt electives from any two specializations given below in Semester III & IV | | |
|--|--|---------------------------------------|
| | Semester III | Semester IV |
| Marketing | Consumer Behaviour | International Marketing |
| | Marketing Research | Services Marketing |
| Finance | Strategic Financial Management | Portfolio Management & Mutual Funds |
| | Security Analysis & Portfolio Management | Insurance & Risk Management |
| Banking | Money & Banking | Commercial Banking |
| | Central Banking | Banking Service Operations |
| HRM | Strategic Human Resource Management | Recruitment, Selection & Training |
| | Industrial Relations & Labour Laws | Leadership Skills & Change Management |
| System Management | Computer Management | Business Data Communication |
| | RDBMS | Enterprise Resource Planning |

CC-Core Course, SE-Skill Enhancement Course, SIP-Summer Internship Program