

MBA COURSE STRUCTURE 1ST YEAR - SEMESTER 1

SI No	Course Name	Course Code	Hours per week			Credits
			Lecture	Tutorial	Practical	
1	Managerial Economics	MBA-101	3	0	0	3
2	Financial Accounting & Reporting	MBA-102	2	0	1	3
3	Organizational Behaviour	MBA-103	3	0	0	3
4	Marketing Management	MBA-104	3	0	0	3
5	Business Communication	MBA-105	2	0	0	2
6	Business Statistics & Analytics	MBA-106	2	0	0	2
7	Technology for Business	MBA-107	1	0	1	2
8	Entrepreneurship / Entrepreneurial Mind-set	MBA-108	2	0	0	2
9	Business Law & Ethics	MBA-109	2	0	0	2
10	Operations Management	MBA-110	2	0	0	2
11	Winter Project (Industry Exposure)	MBA-111	0	0	2	2
12	Soft Skills & Leadership Development	MBA-112	1	0	1	2
	No. of hours		23	0	5	28
TOTAL CREDIT			28			

MBA COURSE STRUCTURE 1ST YEAR - SEMESTER 2

SI No	Course Name	Course Code	Hours per week			Credits
			Lecture	Tutorial	Practical	
1	Corporate Finance	MBA-201	3	0	0	3
2	Macroeconomics & Business Environment	MBA-202	3	0	0	3
3	Consumer Behaviour	MBA-203	3	0	0	3
4	Human Resource Management	MBA-204	3	0	0	3
5	Data Analytics for Business	MBA-205	1	0	1	2
6	Digital Transformation & AI in Business	MBA-206	1	0	1	2
7	Retail & E-Commerce Management	MBA-207	2	0	0	2
8	Supply Chain & Logistics Management	MBA-208	2	0	0	2
9	Business Strategy	MBA-209	2	0	0	2
10	Summer Internship (6 Weeks)	MBA-210	0	0	4	4
11	Winter Project 2 (Consulting or Research)	MBA-211	0	0	2	2
12	Soft Skills & Negotiation Skills	MBA-212	1	0	1	2
	No. of hours		21	0	9	30
TOTAL CREDIT			30			

MBA COURSE STRUCTURE 2ND YEAR - SEMESTER 3

SI No	Course Name	Course Code	Hours per week			Credits
			Lecture	Tutorial	Practical	
Generic						
1	Leadership & Change Management	GC-MBA 301	2	0	0	2
2	Advanced Business Communication	GC-MBA 302	2	0	0	2
3	Sustainability & ESG	GC-MBA 303	2	0	0	2
4	Entrepreneurship & Venture Funding	GC-MBA 304	2	0	0	2
	No. of hours		8	0	0	8
Marketing						
5	Brand Management & Digital Marketing	EC-MBA 314	2	0	0	2
6	Consumer Insights & Market Research	EC-MBA 315	2	0	0	2
7	B2B Sales & Trade	EC-MBA 316	2	0	0	2
8	Retail & Omni channel Strategies	EC-MBA 317	2	0	0	2
9	Integrated Marketing Communication	EC-MBA 318	2	0	0	2
10	Pricing Strategies & Revenue Management	EC-MBA 319	2	0	0	2
11	Social Media & Performance Marketing	EC-MBA 320	2	0	0	2
12	International Marketing	EC-MBA 321	2	0	0	2

13	Marketing Analytics & AI	EC-MBA 322	1	0	1	2
	No. of hours		17	0	1	18

MBA COURSE STRUCTURE 2ND YEAR - SEMESTER 4

SI No	Course Name	Course Code	Hours per week			Credits
			Lecture	Tutorial	Practical	
Generic						
14	Corporate Governance & Business Ethics	GC-MBA 401	2	0	0	2
15	Behavioural Economics & Decision Making	GC-MBA 402	2	0	0	2
16	Capstone Business Simulation	GC-MBA 403	2	0	0	2
17	Soft Skills & Communication Mastery	GC-MBA 404	2	0	0	2
	No. of hours		8	0	0	8
Marketing						
18	Customer Relationship Management	EC-MBA 414	2	0	0	2
19	Luxury & Premium Brand Management	EC-MBA 415	2	0	0	2
20	Neuromarketing & Behavioural Psychology	EC-MBA 416	2	0	0	2
21	Experiential & Event Marketing	EC-MBA 417	2	0	0	2
22	Retail Marketing & Shopper Insights	EC-MBA 418	2	0	0	2
23	Loyalty & Retention Strategies	EC-MBA 419	2	0	0	2
24	Media Planning & Advertising	EC-MBA 420	2	0	0	2

25	AI & Machine Learning in Marketing	EC-MBA 421	1	0	1	2
26	Sustainable & Green Marketing	EC-MBA 422	2	0	0	2
	No. of hours		17	0	1	18