



MBA (General) – Course Structure – 104 CREDITS

I Year I Semester: Each Course 4 Credits.

Course Code	Title of the Course	Credits
D20MB001	Principles of Management and Organizational Behavior	4
D20MB002	Managerial Economics	4
D20MB003	Accounting for Managers	4
D20MB004	Business Statistics and Analytics for Decision making	4
D20MB005	Business Environment & Ethics	4
D20MB006	Business Communication	4
Total		24

II Year I Semester: Each Course 4 Credits.

Course Code	Title of the Course	Credits
D20MB013	Corporate Strategy	4
D20MB014	Entrepreneurship & Business Plan	4
	Specialization-I Elective-1	4
	Specialization-I Elective-2	4
	Specialization-II Elective-1	4
D20MB015	Research Project	8
Total		28

I Year II Semester: Each Course 4 Credits.

Course Code	Title of the Course	Credits
D20MB007	Marketing Management	4
D20MB008	Corporate Finance	4
D20MB009	Human Resource Management	4
D20MB010	Business Research Methods	4
D20MB011	Operations Management	4
D20MB012	Legal Environment of Business	4
Total		24

II Year II Semester: Each Course 4 Credits.

Course Code	Title of the Course	Credits
D20MB030	International Business	4
D20MB031	Project Management	4
	Specialization-I Elective-3	4
	Specialization-I Elective-4	4
	Specialization-II Elective-2	4
D20MB032	Management Thesis	8
Total		28



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II Year I Semester:

Electives – Marketing

D20MB016	Marketing Research
D20MB017	Retailing Management
D20MB018	Consumer Behavior
D20MB019	Sales & Distribution Management

Electives – Finance

D20MB020	Investment Analysis and Portfolio Management
D20MB021	International Financial Management
D20MB022	Management of Financial Services

Electives – HR

D20MB023	Industrial Relations and Labor Laws
D20MB024	Talent Planning & Acquisition
D20MB025	Learning and Development
D20MB026	Talent Management & Succession Planning

Electives – Operations

D20MB027	Service Management
D20MB028	Supply Chain Management
D20MB029	Introduction to Business analytics

II Year II Semester Electives:

Electives – Marketing

D20MB033	Integrated Marketing Communications
D20MB034	Advertising & Brand Management
D20MB035	Services Marketing
D20MB036	Digital Marketing

Electives – Finance

D20MB037	Financial Derivatives
D20MB038	Financial Engineering
D20MB039	Strategic Financial Management

Electives – HR

D20MB040	Compensation & Reward MANAGEMENT
D20MB041	HR Analytics and Metrics
D20MB042	Organization Development and Change

Electives – Operations

D20MB043	Innovation and New Product Development
D20MB044	Competitive Manufacturing Management
D20MB045	Predictive Analytics