

| <b>Masters of Business Administration - Finance</b>       |                  |   |                |
|---|------------------|---|----------------|
| <b>Course Group</b>                                       | <b>Trimester</b> | <b>Title</b>  | <b>Credits</b> |
| Major Core Compulsory                                     | First            | Financial reporting                                 | 3              |
| Major Core Compulsory                                     |                  | Basics of Marketing Management                      | 3              |
| Major Core Compulsory                                     |                  | Organizational Behavior                             | 3              |
| Major Core Compulsory                                     |                  | Innovation and Entrepreneurship                     | 3              |
| Major Core Compulsory                                     |                  | Indian Business Environment                         | 3              |
| Major Core Compulsory                                     |                  | Statistical   | 3              |
| Skill Enhancement   |                  | Business Communication                              | 3              |
| Major Core Compulsory                                     | Second           | Costing And Control System                          | 3              |
| Major Core Compulsory                                     |                  | Financial Management                                | 3              |
| Major Core Compulsory                                     |                  | Human Resource Management                           | 3              |
| Major Core Compulsory                                     |                  | Advanced Marketing Management                       | 3              |
| Foundation Course   |                  | Decision Sciences And Data Analytics                | 3              |
| Minor Core Compulsory                                     |                  | Operation Management                                | 3              |
| Skill Enhancement   |                  | Critical Reading And Writing                        | 3              |
| Major Core Courses  | Third            | Strategic Management                                | 3              |
| Minor Core Courses  |                  | Managerial Economics                                | 3              |
| Skill Enhancement   |                  | Research Methodology                                | 3              |
| Major Core – Marketing                                    |                  | Consumer Behavior                                   | 3              |
| Major Core – Marketing                                    |                  | Brand Management                                    | 3              |
| Major Core – Marketing                                    |                  | Sales and Distribution Management                   | 3              |
| Major Core – Marketing                                    |                  | Retail Marketing                                    | 3              |
| Major Core – Marketing                                    | Fourth           | Marketing Research                                  | 3              |
| Major Core – Marketing                                    |                  | Integrated Marketing Communication                  | 3              |
| Major Core – Marketing                                    |                  | Business To Business Marketing                      | 3              |
| Industry Orientation                                      |                  | Summer Internship Project                           | 3              |
| Open Electives Course<br>(Any Two For All Specialization) |                  | Portfolio Management                                | 3              |
|   |                  | Econometrics: Methods And Applications              | 3              |
|   |                  | Commodities Markets And Investment Strategy         | 3              |
|   |                  | Consumer Insight Mining                             | 3              |
|   |                  | Marketing Of Financial Services                     | 3              |
|   |                  | Advanced Digital Marketing                          | 3              |
|   |                  | Legal Compliances For MSMEs                         | 3              |
|   |                  | Angel, Venture Capital And Private Equity           | 3              |
|   |                  | Startup Innovation: Trends And Strategic Cases      | 3              |
|   |                  | Managing Diversity In Workplace                     | 3              |
| HR Analytics  | 3                |   |                |
| Technology And Digital HR                                 | 3                |   |                |
| Major Core – Marketing                                    | Fifth            | Strategic Marketing In The Digital Age              | 3              |
| Industry Orientation                                      |                  | Comprehensive Project On Marketing                  | 3              |
| Open Electives<br>(Any One For All Specialization)        |                  | Technical Analysis For Investment Strategy          | 3              |
|   |                  | Fintech   | 3              |
|   |                  | Customer Relationship Management                    | 3              |
|   |                  | Marketing Analytics                                 | 3              |
|   |                  | Public Affairs And Communications                   | 3              |
|   |                  | Coding For Entrepreneurship                         | 3              |
|   |                  | Negotiation And Conflict Management                 | 3              |
| Role Of HR In Knowledge Management                        | 3                |   |                |
| Major Core – Marketing                                    | Sixth            | Global Marketing                                    | 3              |
| Industry Orientation                                      |                  | Comprehensive Project On Advances in Marketing      | 3              |
| Open Electives<br>(Any One For All Specialization)        |                  | Financial Laws And Regulations                      | 3              |
|   |                  | Behavioral Finance                                  | 3              |
|   |                  | Marketing Of Services                               | 3              |
|   |                  | Agribusiness And Rural Marketing                    | 3              |
|   |                  | Business Ethics And Corporate Social Responsibility | 3              |
|   |                  | Import Export Documentation And Procedures          | 3              |
|   |                  | HR Issues In Mergers And Acquisitions               | 3              |
| Employee Health And Wellness                              | 3                |   |                |