**Curricular Structure (Master of Business Administration)**

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| --- | --- | --- |
| **Semester** | **Course Title** | **Credit Hrs.** |
| **I** | Marketing for Managers | 3 |
|  | Communication for Managers | 3 |
|  | Accounting for Managers - I | 3 |
|  | Legal Framework of Business | 2 |
|  | Decision Sciences | 3 |
|  | **Elective-1** | 2 |
|  | **Total Credit Hrs.** | **16** |
| **Semester** | **Course Title** | **Credit Hrs.** |
| **II** | Accounting for Managers -II | 2 |
|  | Human Resource Management & Organizational Behavior | 3 |
|  | Economics for Managers | 3 |
|  | Financial Management | 3 |
|  | Operations Management | 3 |
|  | Seminar I | 2 |
|  | **Elective-2** | 2 |
|  | **Total Credit Hrs.** | **18** |
| **Semester** | **Course Title** | **Credit Hrs.** |
| **III** | Entrepreneurship and Social Enterprises | 2 |
|  | Research Methodology and Thesis Proposal | 2+1 |
|  | Information Technology Management | 3 |
|  | **Elective-3** | 2 |
|  | Seminar II | 2 |
|  | Specialization I | 2 |
|  | Specialization II | 2 |
|  | **Total Credit Hrs.** | **16** |
| **Semester** | **Course Title** | **Credit Hrs.** |
| **IV** | International Business | 2 |
|  | Strategic Management | 3 |
|  | Corporate Governance and Corporate Social Responsibility | 2 |
|  | Seminar III | 2 |
|  | Specialization III | 2 |
|  | Specialization IV | 2 |
|  | Thesis | 6 |
|  | **Total Credit Hrs.** | **18** |

## Elective-1: Any One

1. Principles and Contemporary Practices of Management
2. Introduction to Computing

## Elective-2: Any One

1. E-commerce and Digital Marketing
2. Introduction to Public Relations

## Elective-3: Any One

1. Organization Design and Change
2. Project Management

## Specialization Areas (Any One)

1. Marketing
2. Finance
3. Human Resource Management
4. Operations and Supply Chain

## Courses under each Specialization are as follows-

1. **Marketing (Any 4)**
   1. Marketing Research
   2. Product and Brand Management
   3. Sales Management and Retailing
   4. Service Marketing and CRM
   5. Advertising Management

## Finance (Any 4)

* 1. Corporate Financial Reporting and Analysis
  2. Capital Structure
  3. Security Analysis and Investment Management
  4. Management of Financial Institutions
  5. Financial Derivatives and Engineering

## Human Resource Management (Any 4)

* 1. Team Building and Conflict Management
  2. Industrial Relations and Labor Legislation
  3. Training and Development
  4. Talent Management
  5. Performance Management: Systems and Strategies

## Operations and Supply Chain Management (Any 4)

* 1. Inventory and Warehouse Management
  2. Designing and Managing Supply Chain
  3. Procurement and Materials Management
  4. Network Design
  5. Facility Location Management