

# MASTER OF BUSINESS ADMINISTRATION

## FIRST SEMESTER

DEGREE	SEM	P_CODE	PAPER_NAME	P_TYPE2
M.B.A	1	24NMBA01	MANAGEMENT PRINCIPLES AND BUSINESS ETHICS	MAJOR
M.B.A	1	24NMBA02	QUANTITATIVE TECHNIQUES AND RESEARCH METHODS IN BUSINESS	MAJOR
M.B.A	1	24NMBA03	MANAGING ORGANIZATIONAL BEHAVIOUR	MAJOR
M.B.A	1	24NMBA04	ACCOUNTING FOR MANAGERS	MAJOR
M.B.A	1	24NMBA05	MANAGERIAL ECONOMICS	MAJOR
M.B.A	1	24NMBA06	LEGAL SYSTEMS IN BUSINESS	MAJOR
M.B.A	1	24NMBAED01	ENTREPRENEURSHIP DEVELOPMENT	MAJOR
M.B.A	1	24NMBASS01	SOFT SKILLS I – EXECUTIVE COMMUNICATION	MAJOR

## SECOND SEMESTER

DEGREE	SEM	P_CODE	PAPER_NAME	P_TYPE2
M.B.A	2	24NMBA07	Applied Operations Research	MAJOR
M.B.A	2	24NMBA08	Human Resource Management	MAJOR
M.B.A	2	24NMBA09	Marketing Management	MAJOR
M.B.A	2	24NMBA10	Operations Management	MAJOR
M.B.A	2	24NMBA11	Financial Management	MAJOR
M.B.A	2	24NMBA12	Strategic Management	MAJOR
M.B.A	2	24NMBAED02	International Business	MAJOR
M.B.A	2	24NMBASS02	Soft Skills II – Business Etiquette	MAJOR
M.B.A	2	24NMBASS03	Soft Skills III –Computing Skills	MAJOR

## THIRD SEMESTER

s.no	Subject Code	Subject Name	Category
1.	24NMBA13	Information Systems for Business	Core
2.		**Choose any one from the list	Elective
3.		**Choose any one from the list	Elective
4.		**Choose any one from the list	Elective
5.		**Choose any one from the list	Elective

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6.		**Choose any one from the list	Elective
7.		**Choose any one from the list	Elective
8.		**Choose any one from the list	Elective
9.	24NMBAE D03	Employability skills	Extra Disciplinary
10.	24NMBASS 04	Soft Skills IV - Leadership and Team Building Skills	Soft Skills
11.	24NMBAI	***Summer Internship	Internship

**\*\* Students should choose seven elective Course from the specialization list in consultation with the Head of the Institution/Department.**

**\*\*\* Internship will be carried out during the summer vacation after the first year. Viva Voce will be conducted by the University and the same will be included in the Third Semester Marks Statement.**

### **Elective: Marketing Management**

DEGREE	SEM	P_CODE	PAPER_NAME
M.B.A	3	24NMBAME1	Advanced Marketing Research and Consumer Behaviour
M.B.A	3	24NMBAME2	Brand Management
M.B.A	3	24NMBAME3	Industrial Marketing
M.B.A	3	24NMBAME4	Retail Marketing
M.B.A	3	24NMBAME5	Rural Marketing
M.B.A	3	24NMBAME6	Digital Marketing
M.B.A	3	24NMBAME7	New Product Strategies

### **Elective: Human Resource Management**

DEGREE	SEM	P_CODE	PAPER_NAME
M.B.A	3	24NMBAAHE1	Human Resources Development
M.B.A	3	24NMBAAHE2	Organizational Development
M.B.A	3	24NMBAAHE3	Career Management
M.B.A	3	24NMBAAHE4	Emotional Intelligence for Managerial Effectiveness
M.B.A	3	24NMBAAHE5	Learning and Development
M.B.A	3	24NMBAAHE6	Stress Management
M.B.A	3	24NMBAAHE7	Talent Management

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## Elective: Business Analytics

DEGREE	SEM	P_CODE	PAPER_NAME
M.B.A	3	24NMBABE1	Fundamentals of Business Analytics
M.B.A	3	24NMBABE2	Data Analytics with R Programming
M.B.A	3	24NMBABE3	Business Analytics Using Python
M.B.A	3	24NMBABE4	Data Analytics in Business Functional Areas
M.B.A	3	24NMBABE5	Business Intelligence, Big Data, Cloud Computing
M.B.A	3	24NMBABE6	Block Chain Technology
M.B.A	3	24NMBABE7	Software Project management

## Elective: Finance Management

DEGREE	SEM	P_CODE	PAPER_NAME
M.B.A	3	24NMBAFE1	Corporate Finance
M.B.A	3	24NMBAFE2	Security Analysis and Portfolio Management
M.B.A	3	24NMBAFE3	Tax Management
M.B.A	3	24NMBAFE4	Merchant Banking and Financial Services
M.B.A	3	24NMBAFE5	Banking and Insurance
M.B.A	3	24NMBAFE6	Financial Modelling
M.B.A	3	24NMBAFE7	Capital Markets and Financial Services

## FOURTH SEMESTER

DEGREE	SEM	P_CODE	PAPER_NAME
M.B.A	4	24NMBAPRO	Project Work & Viva- Voce