

I SEMESTER						
Course Code	Course Title	Total number of contact hours per week			Total Hours	Credits
		Lecture (L)	Tutorial (T)	Practical (P)		
25MB1C01	Fundamentals of Management	3	0	0	30	3
25MB1C02	Managerial Communication	3	0	0	30	3
25MB1C03	Micro Economics	3	0	0	30	3
25MB1C04	Business Accounting	3	1	0	40	4
25MB1C05	Business Statistics	2	1	1	40	4
25MB1C06	Organizational Behaviour	4	0	0	40	4
25MB1C07	Rural Social Immersion Program	0	0	3	30	3
25MB1C08	Management Practice – I	0	0	2	20	2
25MB1C09	Business History of India	2	0	0	20	2
25MB1C10	Excel Basics for Data Analysis	0	0	1	10	1
Total Credit – I SEMESTER						29
II SEMESTER						
25MB2C01	Contemporary Business Environment	3	0	0	30	3
25MB2C02	Business Research Methods	3	0	1	40	4
25MB2C03	Decision Science	2	1	1	40	4
25MB2C04	Financial Management	3	1	0	40	4
25MB2C05	Human Resources Management	3	0	0	30	3
25MB2C06	Marketing Management	3	0	0	30	3
25MB2C07	Operations Management	2	1	0	30	3
25MB2C08	Data Analytics Primer	0	0	2	20	2
25MB2C09	Indian Knowledge System	2	0	0	20	2
25MB2C10	Management Practice – II	0	0	2	20	2
25MB2C11	Comprehensive Learning Assessment	0	0	1	10	1
Total Credit – II SEMESTER						31

III SEMESTER						
25MB3C01	AI & Information Systems for Managers	3	0	0	30	3
25MB3C02	Strategic Management	3	0	0	30	3
25MB3C03	Entrepreneurship	4	0	0	40	4
25MB3C04	Summer Internship/Project	0	0	6	60	6
25MB3C05	AIMA BizLab Business Strategy Simulation	0	0	3	30	3
	Elective 1	3	0	0	30	3
	Elective 2	3	0	0	30	3
	Elective 3	3	0	0	30	3
	Elective 4	3	0	0	30	3
Total Credit – III SEMESTER						31
IV SEMESTER						
25MB4C01	Project Management	2	1	0	30	3
25MB4C02	Sustainable Business Management	3	0	0	30	3
	Elective 5	3	0	0	30	3
	Elective 6	3	0	0	30	3
	Elective 7	3	0	0	30	3
	Elective 8	3	0	0	30	3
25MBNPTL	SWAYAM – NPTEL	PASS/FAIL COURSE				2
Total Credit – IV SEMESTER						20
TOTAL CREDITS – PROGRAM						111

### LIST OF ELECTIVES - III SEMESTER

Course Code	Course Title	Total number of contact hours per week			Total Hours	Credits
		Lecture	Tutorial	Practical		
		(L)	(T)	(P)		
Finance						
25MB3F01	Financial Markets & Services	3	0	0	30	3
25MB3F02	Investment Analysis and Portfolio Management	2	1	0	30	3
25MB3F03	Financial Derivatives	2	1	0	30	3
25MB3F04	Financial Modelling for Managers	2	1	0	30	3
25MB3F05	Fintech & Blockchain	2	1	0	30	3
Human Resources						
25MB3H01	Talent Acquisition	3	0	0	30	3
25MB3H02	Performance, Compensation, and Benefits	3	0	0	30	3
25MB3H03	Employee Engagement	3	0	0	30	3
25MB3H04	Transactional Analysis for Interpersonal Effectiveness	3	0	0	30	3
25MB3H05	Diversity, Equity, and Inclusion	3	0	0	30	3
Marketing						
25MB3M01	Behavioural Marketing	3	0	0	30	3
25MB3M02	Integrated Marketing Communication	3	0	0	30	3
25MB3M03	Consumer Market Research	3	0	0	30	3
25MB3M04	Sales Force Management	3	0	0	30	3
25MB3M05	Marketing Analytics	3	0	0	30	3
25MB3M06	Distribution & Sales Promotion Management	3	0	0	30	3
25MB3M07	Customer Relationship Management	3	0	0	30	3

Supply Chain Management & Operations						
25MB3S01	Supply Chain Management	2	1	0	30	3
25MB3S02	Logistics Management	3	0	0	30	3
25MB3S03	Total Quality Management & Lean Six Sigma	2	1	0	30	3
25MB3S04	Supply Chain Planning	2	1	0	30	3
25MB3S05	Strategic Procurement	3	0	0	30	3
Business Analytics						
25MB3B01	Business Analytics	1	1	1	30	3
25MB3B02	DBMS and Data Warehouse	1	1	1	30	3
25MB3B03	Data Mining and Business Intelligence	1	1	1	30	3
25MB3B04	Data Visualization for Business	1	1	1	30	3

LIST OF ELECTIVES - IV SEMESTER						
Course Code	Course Title	Total number of contact hours per week			Total Hours	Credits
		Lecture (L)	Tutorial (T)	Practical (P)		
Finance						
25MB4F01	Behavioural Finance and Technical Analysis	2	1	0	30	3
25MB4F02	Commercial Bank Management	3	0	0	30	3
25MB4F03	Wealth Management	3	0	0	30	3
25MB4F04	International Finance	3	0	0	30	3
25MB4F05	Insurance & Risk Management	2	1	0	30	3
25MB4F06	Investment Banking	3	0	0	30	3

Human Resources						
25MB4H01	HR Analytics	1	1	1	30	3
25MB4H02	Employment Laws and Industrial Relations	3	0	0	30	3
25MB4H03	Learning & Development	3	0	0	30	3
25MB4H04	Organizational Development	3	0	0	30	3
25MB4H05	Emotional Intelligence	3	0	0	30	3
Marketing						
25MB4M01	Brand Management	3	0	0	30	3
25MB4M02	Rural Marketing	3	0	0	30	3
25MB4M03	Business-to-Business Marketing	3	0	0	30	3
25MB4M04	Retailing Management	3	0	0	30	3
25MB4M05	Services Marketing	3	0	0	30	3
25MB4M06	International Marketing	3	0	0	30	3
25MB4M07	Digital Marketing	3	0	0	30	3
Supply Chain Management & Operations						
25MB4S01	Supply Chain Analytics	2	1	0	30	3
25MB4S02	Service Operations Management	2	1	0	30	3
25MB4S03	Maritime Logistics & Port Management	3	0	0	30	3
25MB4S04	Sustainable Supply Chain Management	3	0	0	30	3
25MB4S05	Technology Management	3	0	0	30	3
Business Analytics						
25MB4B01	Machine Learning Using Python	1	1	1	30	3
25MB4B02	Multivariate Data Analysis	1	1	1	30	3
25MB4B03	R for Data Analysis	1	1	1	30	3
25MB4B04	Natural Language Processing	1	1	1	30	3

*Course Code – conventions followed are listed below.*

First two digits. E.g., '25'	MB	1, 2, 3, 4	B, C, F, H, M, S	01, 02, 03 ....
Indicates the Year in which the syllabus is framed / revised	Indicates the program - MBA	Indicates the semester in which the course is offered	B - Business Analytics C - Core Course F - Finance H - Human Resources M - Marketing S - Supply Chain Management & Operations	Indicates the serial number of the courses in each core / elective area