

Semester-wise Curriculum

The MBA semester-wise curriculum is designed to provide a balanced mix of core management subjects, specialization electives, technical skills, training, and project-based learning. It enables students to build strong business fundamentals while gaining focused knowledge in areas such as Marketing, HR, Finance, and Business Analytics.

MBA -1st Semester

Sr. No.	Course Code	Course Name	Type
1	26C2BAP-101	Foundations of Management	Core
2	26C2BAP-102	Managerial Economics	Core
3	26C2BAP-103	Quantitative Techniques	Core
4	26C2BAP-104	Accounting for Managers	Core
5	26C2BAP-105	Business Environment & Indian Economy	Core
6	26C2BAP-106	Business Ethics and CSR	Core
7	26C2BAP-107	Business Communication & Managerial Effectiveness	Core
8	26C2BAP-108	Design Thinking	AECC
9	26C2BAPTS-1	Technical Skills of Managers	AECC

MBA -2nd Semester

Sr.No.	Course Code	Course Name	Type
1	26C2BAP-201	Business Analytics for Decision Making	Core
2	26C2BAP-202	Legal Environment for Business	Core
3	26C2BAP-203	Marketing Management	Core
4	26C2BAP-204	Human Resource Management	Core
5	26C2BAP-205	Production & Operations Management	Core
6	26C2BAP-206	Corporate Finance and Policy	Core
7	26C2BAP-207	Entrepreneurship & Project Management	Core
8	26C2BAP-208	Research Methodology	Core
9	26C2BAPTS-2	Technical Skills of Managers	AECC

MBA -3rd Semester

Sr.No.	Course Code	Course Name	Type
1	26C2BAP-301	Organizational Behaviour and Design	Core
2	26C2BAP-302	AI for Managers	Core
3	26C2BAP-303	Summer Training Report	Core
4	26C2BAP-304	Comprehensive Viva Voce	Core
5		Elective 1(Based on 1st specialization)	Elective
6		Elective 2 (Based on 1st specialization)	
7		Elective 1(Based on 2nd specialization)	
8		Elective 2(Based on 2nd specialization)	
9	26C2BAPTS-3	Technical Skills for Managers	AECC
10	26C2BAPHV-1 01	Human Values, De-addiction & Traffic Rules	AECC
11	26C2BAPHV-1 02	Human Values, De-addiction & Traffic Rules Lab/Seminar	AECC
12	26C2BAPVAC- 301	MOOC (NCC)	Value Added Course

3rd sem Specialization Subjects (Choice from electives)		
Specialization	Course Code	Course Name
Marketing	26C2BAP-311	Digital Marketing
	26C2BAP-312	Consumer Behavior
	26C2BAP-313	Service Marketing
HR	26C2BAP-321	Talent Acquisition and Development
	26C2BAP-322	Human Resource Analytics
	26C2BAP-323	Organizational Change and Development
	26C2BAP-324	Employee Relations
Finance	26C2BAP-331	Banking and Insurance Management
	26C2BAP-332	Financial Modelling
	26C2BAP-333	Management of Financial Services
	26C2BAP-334	Investment Analysis and Portfolio Management
Business Analytics	26C2BAP-341	Marketing Analytics
	26C2BAP-342	Data Sciences using R
	26C2BAP-343	Analytics with Tableau & BI
	26C2BAP-344	Introduction to Python

MBA IVth Semester

Sr.No.	Course Code	Course Name	Type
1	26C2BAP-401	Corporate Strategy	Core
2	26C2BAP-402	Workshop on Indian Ethos	Core
3	26C2BAPTS-4	Technical Skills for Managers	AECC
4	26C2BAP-403	Project Dissertation	Project
5		Elective 1 (Based on 1st specialization)	Elective
6		Elective 2 (Based on 1st specialization)	
7		Elective 1 (Based on 2nd specialization)	
8		Elective 2 (Based on 2nd specialization)	
9	26C2BAPVAC-401	MOOC	Value Added Course

4th sem Specialization Subjects (Choice from electives)		
Specialization	Course Code	Course Name
Marketing	26C2BAP-411	Integrated Marketing Communication and Sales Management
	26C2BAP-412	Retail Management
	26C2BAP-413	International and Social Media Marketing
	26C2BAP-414	Product and Brand Management
HR	26C2BAP-421	International Human Resource Management
	26C2BAP-422	Strategic HRM
	26C2BAP-423	Leadership and Team Dynamics
	26C2BAP-424	Performance and Compensation Management
Finance	26C2BAP-431	Fintech
	26C2BAP-432	Behavioral Finance
	26C2BAP-433	Mergers, Acquisition and Corporate Restructuring
	26C2BAP-434	International Finance and Financial Derivatives
	26C2BAP-435	Taxation and Personal Financial Planning
Business Analytics	26C2BAP-441	Data Visualization for Managers
	26C2BAP-442	Business Forecasting