

MBA SEMESTER - 4 (With effect from Academic Year 2017-18 Onwards)

Specialization	Subject	SUBJECTS	E	M	I	V	TOTAL	CREDITS	
Compulsory Subjects	3549200	Comprehensive Project (CP)	-	-	60	140	200	6	
	3549201	Business Ethics and Corporate Governance (BECG)	70	30	50	-	150	3	
Elective Subjects	Select any 1	3549281	B2B Marketing (B2BM)	70	30	50	-	150	3
		3549282	Enterprise Resource Planning (ERP)	70	30	50	-	150	3
		3549283	Investment Banking (IB)	70	30	50	-	150	3
		3549284	Leadership (L)	70	30	50	-	150	3
		3549285	Management Control Systems (MCS)	70	30	50	-	150	3
		3549286	Project Management for Entrepreneurs (PME)	70	30	50	-	150	3
		3549287	Service Operations Management (SOM)	70	30	50	-	150	3
		3549288	Supply Chain Management (SCM)	70	30	50	-	150	3
		3549289	WTO Multilateral Trading System and its Impact on Business (WMTS-II)	70	30	50	-	150	3
Functional Areas Specialization	Marketing Management (Select any 2)	3549211	Product and Brand Management (PBM)	70	30	50	-	150	3
		3549212	Services and Relationship Marketing (SRM)	70	30	50	-	150	3
		3549213	Rural Marketing (RM)	70	30	50	-	150	3
	Finance Management (Select any 2)	3549221	Mergers & Acquisition (M & A)	70	30	50	-	150	3
		3549222	Risk Management (RiM)	70	30	50	-	150	3
		3549223	Foreign Exchange Management (FEM)	70	30	50	-	150	3
	Human Resource Management (Select any 2)	3549231	Human Resource Development (HRD)	70	30	50	-	150	3
		3549232	Strategic Human Resource Management (SHRM)	70	30	50	-	150	3
		3549233	Human Resource Audit (HRA)	70	30	50	-	150	3
	International Business Management (Select any 2)	3549241	Export Import Policy Procedure and Documentation (EIPPD)	70	30	50	-	150	3
		3549242	International Supply Chain Management (ISCM)	70	30	50	-	150	3
		3549243	Foreign Trade Facilitation (FTF)	70	30	50	-	150	3
	Information Technology Management (Select any 2)	3549251	Information System Audit & Control (ISAC)	70	30	50	-	150	3
		3549252	Strategic Information Technology Management (SITM)	70	30	50	-	150	3
		3549253	Data Warehousing and Data Mining (DWDM)	70	30	50	-	150	3
	Entrepreneurship and Family Business (Select any 2)	3549261	Digital Marketing for Start-ups (DMS)	70	30	50	-	150	3
		3549262	Intellectual Property Rights (IPR)	70	30	50	-	150	3
		3549263	New Venture Creation (NVC)	70	30	50	-	150	3
	Production and Operations Management (Select any 2)	3549271	Operations Research (OR)	70	30	50	-	150	3
		3549272	Product Design and Development (PDD)	70	30	50	-	150	3
3549273		Six Sigma and Lean Manufacturing	70	30	50	-	150	3	