



Master of Business Administration (MBA)

Specializations Offered (Marketing)

Sub. Code	Subject
18MBA301A	Consumer Behaviour
18MBA302A	Sales and Distribution Management
18MBA303A	Digital Marketing
18MBA304A	Service Marketing
18MBA401A	Retail Management
18MBA402A	Product and Branding Management
18MBA403A	B2B Marketing

Specializations Offered (Finance)

Sub. Code	Subject
18MBA301B	Security Analysis and Portfolio Management
18MBA302B	Financial Derivatives
18MBA303B	Advanced Management Accounting
18MBA304B	Project Appraisal and Financing
18MBA401B	Business Taxation
18MBA402B	Behavioural Finance
18MBA403B	Mergers and Corporate Restructuring



Specializations Offered (Human Resource)

Sub. Code	Subject
18MBA301C	Manpower Planning
18MBA302C	Employee Relations
18MBA303C	Compensation and benefit management
18MBA304C	Performance management system
18MBA401C	Team Dynamics at work
18MBA402C	Strategic HRM
18MBA403C	Industrial Legislations

Specializations Offered (Operations Management)

Sub. Code	Subject
18MBA301D	Supply chain management & Logistics
18MBA302D	Pricing and Revenue Management
18MBA303D	Operations Strategy
18MBA304D	Sales and Operations Planning
18MBA401D	Management of manufacturing system
18MBA402D	Sourcing Management
18MBA403D	Operations Research Applications



Specializations Offered (Systems Management)

Sub. Code	Subject
18MBA301E	Data Mining for Business decisions
18MBA302E	Business Analytics
18MBA303E	E-commerce and Digital Markets
18MBA304E	Managing digital platforms
18MBA401E	Strategic Management of IT
18MBA402E	Managing Digital innovation
18MBA403E	Managing software projects

Specializations Offered (Rural Management)

Sub. Code	Subject
18MBA301F	Agribusiness Management
18MBA302F	Rural Marketing
18MBA303F	Rural Development
18MBA304F	Livelihood and development management
18MBA401F	Rural credit and micro Finance
18MBA402F	Cooperative Management
18MBA403F	Strategies for smart villages



Specializations Offered (Compulsory Subjects)

Sub. Code	Name Of The Subjects
18MBA305	Internship
18MBA404	Seminar Presentation