

## Master of Business Administration- Marketing Management

### Course List

| Term | Course Type | Course                               | Credits |
|------|-------------|--------------------------------------|---------|
| I    | C           | Management concepts & Theories (MCT) | 2       |
| I    | C           | Organizational Behaviour             | 3       |
| I    | C           | Business Environment                 | 2       |
| I    | C           | Managerial Communication             | 3       |
| I    | C           | Managerial Accounting                | 4       |
| I    | C           | Managerial Economics                 | 3       |
| I    | C           | Statistics for Management            | 4       |
|      |             |                                      |         |
| II   | C           | Marketing Management                 | 3       |
| II   | C           | Human Resource Management            | 3       |
| II   | C           | Corporate Finance                    | 4       |
| II   | C           | Quantitative Methods                 | 4       |
| II   | C           | Legal Aspects of Business            | 2       |
| II   | C           | Operations Management                | 3       |
| II   | C           | Management Information Systems       | 3       |
|      |             |                                      |         |
| III  | C           | Project Management                   | 3       |
| III  | C           | Entrepreneurship                     | 2       |
| III  | E           | Elective I                           | 4       |
| III  | E           | Elective II                          | 4       |
| III  | E           | Elective III                         | 4       |
| III  | C           | Summer Internship Report             | -       |
| III  | C           | Project Work Diary                   | 3       |
|      |             |                                      |         |
| IV   | C           | Strategic Management                 | 3       |
| IV   | E           | Elective IV                          | 4       |
| IV   | E           | Elective V                           | 4       |

|              |   |              |           |
|--------------|---|--------------|-----------|
| IV           | E | Elective VI  | 4         |
| IV           | E | Elective VII | 4         |
| IV           | C | Project Work | 3         |
| <b>Total</b> |   |              | <b>85</b> |

### Choice of Electives – Marketing Management

| <b>Course</b>                             | <b>Credits</b> |
|---|----------------|
| Consumer Behaviour                        | 4              |
| Advertising Management                    | 4              |
| Competitive Marketing                     | 4              |
| Business Marketing                        | 4              |
| Sales Force Management                    | 4              |
| Service Marketing                         | 4              |
| Sales Promotion Management                | 4              |
| Brand Management                          | 4              |
| Internet Marketing                        | 4              |
| Retailing Management                      | 4              |
| Marketing Channel                         | 4              |
| Analytical Marketing                      | 4              |
| Advanced Research Techniques in Marketing | 4              |

Students may choose Elective Courses I - VII from the above, with no more than 4 being from the same group. The department shall declare the availability of courses listed under these focus areas from time to time, as per student interest and demand, and may add to or remove from these as well.

### PREPARATORY BRIDGE COURSE

| <b>Term</b> |   |  |                      |  |  |
|-------------|---|--|----------------------|--|--|
| I           | - |  | Basic Mathematics    |  |  |
| I           | - |  | Basic Accounting     |  |  |
| I           | - |  | Introductory English |  |  |