

MBA

SEM	Sub. Code	Sub Title
I	MMBA 101	Managerial Communication
	MMBA 102	Mathematics and Statistics for Managers
	MMBA 103	Information Technology for Managers
	MMBA 104	Managerial Economics
	MMBA 105	Organizational Behaviour
	MMBA 106	Management Accounting
		LIB
II	MMBA 201	Operations Research
	MMBA 202	Marketing Management
	MMBA 203	Operations Management
	MMBA 204	Financial Management
	MMBA 205	Human Resource Management
	MMBA 206	Management Information Management
	MMBA 207	Project
		LIB
III	MMBA 301	Enterprise wide Information System
	MMBA 302	International Business Environment
	MMBA 303	Marketing Research
	MMBA 304	Event Management
	MMBA 305 E0	<u>Elective I: Human Resource:</u>
	MMBA 306 E0	<u>Elective II Finance:</u>
	MMBA 307 E0	<u>Elective III Marketing:</u>
		LIB
IV	MMBA 401	Strategic Management
	MMBA 402	Entrepreneurial Development
	MMBA 403	Advertising and Sales Promotion
	MMBA 404	Rural Marketing
	MMBA 405 E0	<u>Elective I Human Resource:</u>
	MMBA 406 E0	<u>Elective II Finance:</u>
	MMBA 407 E0	<u>Elective III Marketing:</u>
		LIB

III Semester Electives

Elective I Human Resource:

MMBA 305 E01 Organizational Developments
MMBA 305 E02 Wage and Salary Administration

Elective II Finance:

MMBA 306 E01 Security Analysis & Portfolio management
MMBA 306 E02 Project Appraisal, Planning & Control

Elective III Marketing:

MMBA 307 E01 Sales and Distribution Management
MMBA 307 E02 Consumer Behaviour

IV SEMESTER Electives:

Elective I Human Resource:

MMBA 405 E01 Group Dynamics
MMBA 405 E02 Managing Interpersonal Effectiveness

Elective II Finance:

MMBA 406 E01 Financial Services
MMBA 406 E02 Global Financial Management

Elective III Marketing:

MMBA 407 E01 International Marketing
MMBA 407 E02 Marketing of Service.