

MBA SEMESTER - 3 (With effect from Academic Year 2018-19 Onwards)

Specialization	Subject code	SUBJECTS	E	M	I	V	TOTAL MARKS	CREDITS	
Compulsory Subjects	3539200	Summer Internship Project (SIP)	-	-	60	140	200	6	
	3539201	Strategic Management (SM)	70	30	50	-	150	3	
	3539202	Legal Aspects of Business (LAB)	70	30	50	-	150	3	
	3539203	International Business (IB)	70	30	50	-	150	3	
	3539204	Multidisciplinary Action Project (MAP)	-	-	60	140	200	6	
Elective Subjects	Select any 1	3539281	Basics of Econometrics (BE)	70	30	50	-	150	3
		3539282	Corporate Tax Planning (CTP)	70	30	50	-	150	3
		3539283	E-Commerce (EC)	70	30	50	-	150	3
		3539284	Global Human Resource Management (GHRM)	70	30	50	-	150	3
		3539285	Healthcare and Hospital Management (HHM)	70	30	50	-	150	3
		3539286	Management of Financial Planning (MFP)	70	30	50	-	150	3
		3539287	Retailing and Franchising (RF)	70	30	50	-	150	3
		3539288	Social Media Analytics (SMA)	70	30	50	-	150	3
		3539289	Talent Management (TM)	70	30	50	-	150	3
		3539290	Tourism and Hospitality Management (THM)	70	30	50	-	150	3
		3539291	WTO Multilateral Trading System and its Impact on Business(WMTS-I)	70	30	50	-	150	3
		3539292	Designing Operations Systems (DOS)	70	30	50	-	150	3
		Marketing Management (Select any 3)	3539211	Consumer Behaviour (CB)	70	30	50	-	150
3539212	Integrated Marketing Communication (IMC)		70	30	50	-	150	3	
3539213	Sales and Distribution Management (SDM)		70	30	50	-	150	3	
3539214	Marketing Research (MR)		70	30	50	-	150	3	
3539215	Digital Marketing (DM)		70	30	50	-	150	3	
Finance Management (Select any 3)	3539221		Strategic Financial Management (SFM)	70	30	50	-	150	3
	3539222		Management of Financial Services (MFS)	70	30	50	-	150	3
	3539223		Security Analysis & Portfolio Management (SAPM)	70	30	50	-	150	3
	3539224		Banking and Insurance (BI)	70	30	50	-	150	3
	3539225		International Finance (IF)	70	30	50	-	150	3
Human Resource Management (Select any 3)	3539231		Change Management and Organization Development (CMOD)	70	30	50	-	150	3
	3539232		Management of Industrial Relations and Labour Laws (MIRLL)	70	30	50	-	150	3

Functional Areas Specialization		3539233	Compensation Management (CM)	70	30	50	-	150	3	
		3539234	Counseling Skills for Managers (CSM)	70	30	50	-	150	3	
		3539235	Performance Management (PM)	70	30	50	-	150	3	
	International Business Management (Select any 3)		3539241	International Marketing (IM)	70	30	50	-	150	3
			3539242	International Financial Management (IFM)	70	30	50	-	150	3
			3539243	International Human Resource Management (IHRM)	70	30	50	-	150	3
			3539244	International Commercial Law (ICL)	70	30	50	-	150	3
			3539245	International Economics (IE)	70	30	50	-	150	3
	Information Technology Management (Select any 3)		3539251	Relational Database Management System (RDBMS)	70	30	50	-	150	3
			3539252	System Analysis and Design (SAD)	70	30	50	-	150	3
			3539253	Business Process Reengineering (BPR)	70	30	50	-	150	3
			3539254	Cyber Security and IT Governance (CSITG)	70	30	50	-	150	3
			3539255	Managing Digital Innovation and Transformation (MDIT)	70	30	50	-	150	3
	Entrepreneurs hip and Family Business (Select any 3)		3539261	Creativity, Incubation and Innovation (CII)	70	30	50	-	150	3
			3539262	Entrepreneurial Finance (EF)	70	30	50	-	150	3
			3539263	Family Business Management (FBM)	70	30	50	-	150	3
			3539264	Social Entrepreneurship (SE)	70	30	50	-	150	3
			3539265	Micro Small and Medium Enterprise (MSME)	70	30	50	-	150	3
	Production and Operations Managment (Select any 3)		3539271	Project Management (PM)	70	30	50	-	150	3
			3539272	Strategic Operations Management (SOM)	70	30	50	-	150	3
			3539273	Inventory Management, Materials Planning and Management (IMMPPM)	70	30	50	-	150	3
		3539274	Supply Chain and Logistics Management (SCLM)	70	30	50	-	150	3	
		3539275	Total Quality Management and World Class Manufacturing Excellence (TQMWCME)	70	30	50	-	150	3	
TOTAL MARKS & CREDITS OF SEMESTER 3								1450	33	