

MBA (Part Time) SEMESTER - 4 (With effect from Academic Year 2018-19 Onwards)

Specialization		Subject code	SUBJECTS	E	M	I	V	TOTAL MARKS	CREDITS	
Compulsory Subjects		4549901	Strategic Management (SM)	70	30	50	-	150	4	
Elective (Functional)	Select any 1	4549981	International Business (IB)	70	30	50	-	150	4	
		4549982	Behavioural Finance (BF)	70	30	50	-	150	4	
		4549983	Managing Talent Globally (MTG)	70	30	50	-	150	4	
		4549984	Social Entrepreneurship (SE)	70	30	50	-	150	4	
		4549985	Project Management (PM)	70	30	50	-	150	4	
		4549986	Econometrics	70	30	50	-	150	4	
		4549987	Digital and Social Media Marketing (DSMM)	70	30	50	-	150	4	
		4549988	Transformation (MDIT)	70	30	50	-	150	4	
		Functional Areas Specialization	Marketing	4549911	Consumer Behaviour (CB)	70	30	50	-	150
4549912	Integrated Marketing Communications (IMC)			70	30	50	-	150	4	
Finance	4549921		(SAPM)	70	30	50	-	150	4	
	4549922		Insurance and Risk Management (IRM)	70	30	50	-	150	4	
Human Resource Management	4549931		Change Management and Organization Development (CMOD)	70	30	50	-	150	4	
	4549932		Compensation Management (CM)	70	30	50	-	150	4	
International Business Management	4549941		International Marketing Management (IMM)	70	30	50	-	150	4	
	4549942		International Finance Management (IFM)	70	30	50	-	150	4	
Information Technology Management	4549951		Data Warehousing and Data Mining (DWDM)	70	30	50	-	150	4	
	4549952		Systems Analysis and Design (SAD)	70	30	50	-	150	4	
Entrepreneurship and Family Business	4549961		Entrepreneurial Finance (EF)	70	30	50	-	150	4	
	4549962		Family Business Management (FBM)	70	30	50	-	150	4	
Production and Operations Managment	4549971		Services Operations Management (SOM)	70	30	50	-	150	4	
	4549972		Production Planning and Control (PPC)	70	30	50	-	150	4	
TOTAL MARKS & CREDITS OF SEMESTER 4								600	16	