

SCHOOL OF MANAGEMENT

MBA PROGRAMME STRUCTURE

MBA | Trimester-Wise Detailed Curriculum

Programme Overview

The MBA programme is organized as a rigorous trimester-based curriculum that combines core management learning, specialization depth, applied laboratories, employability enhancement, industry immersion, and capstone assessment.

The curriculum progresses from management foundations in the initial terms to specialization and strategic integration in the later terms, while also incorporating compulsory MOOC credits through NPTEL from Term 3 onward.

Term 1

Term Objective: To build the foundational base in quantitative methods, economics, law, marketing, communication, and digital proficiency.

Theory Courses

Category	Course Code	Course Title	Credits	Academic Focus
Theory	MBA101	Mathematics	3	Quantitative foundations for management decision-making
Theory	MBA102	Financial Reporting Statements Analysis (FRSA)	3	Accounting and financial statement interpretation
Theory	MBA103	Micro Economics	3	Market behavior, pricing, and decision fundamentals
Theory	MBA104	Legal Business Environment & Corporate Ethics	3	Business law, governance, and ethical conduct
Theory	MBA105	Marketing Management	3	Core marketing concepts and managerial applications
Theory	MBAESP101	Essential Studies for Professionals	0.5	Employability skill preparation

Sessional Courses

Category	Course Code	Course Title	Credits	Academic Focus
Sessional	MBA171	Organizational Behaviour	3	Individual and group behavior in organizations
Sessional	MBA172	Managerial Communication	3	Business communication and presentation skills
Sessional	MBA173	Computer Application for Business	3	Applied business competency development
Sessional	MBA174	Research Methodology	1	Ability to improve research competency
Sessional	MBASDP181	Skill Development for Professionals	0.5	Skill development and professional preparation

Lab Courses

Category	Course Code	Course Title	Credits	Academic Focus
Lab	MBA191	Excel I	2	Spreadsheet fundamentals and data handling
Lab	MBA192	Entrepreneurship Lab I	2	Entrepreneurial mindset and idea development
Lab	MBA193	Language Lab I	2	Communication and language skill enhancement
Lab	MBA194	Tally Lab	2	Digital Financial Accounting & Compliance Lab for SMEs and Mid-Market Firms.

Total Credits for Term 1: 34.0

Term Summary: Term 1 establishes the academic base for the programme through quantitative, economic, legal, communication, and foundational managerial learning.

Term 2

Term Objective: To strengthen understanding of macro-level business environments, operations, HR, and applied analytics.

Theory Courses

Category	Course Code	Course Title	Credits	Academic Focus
Theory	MBA201	Macro Economics	3	Economy-wide business environment and policy context
Theory	MBA202	Supply Chain & Operations Management	3	Operations planning and process efficiency
Theory	MBA203	Human Resource Management	3	People management and HR systems
Theory	MBAESP201	Essential Studies for Professionals	0.5	Employability skill continuation

Sessional Courses

Category	Course Code	Course Title	Credits	Academic Focus
Sessional	MBASDP281	Skill Development for Professionals	0.5	Skill development and professional readiness

Lab Courses

Category	Course Code	Course Title	Credits	Academic Focus
Lab	MBA291	Finance Lab I	2	Practical finance tools and applications
Lab	MBA292	Analytics Lab I – Excel Power Query	2	Data transformation and analytics workflow
Lab	MBA293	Language Lab II	2	Advanced communication practice
Lab	MBA294	Entrepreneurship Lab II	2	Venture thinking and problem solving

Total Credits for Term 2: 18.0

Term Summary: Term 2 deepens business function understanding and adds practical finance, analytics, communication, and entrepreneurship exposure.

Academic Note: Specializations commence from Term 3. From this stage, each student must select any one specialization track. Contemporary Marketing remains available as a common specialization option for all students.

Term 3

Term Objective: To begin specialization learning while strengthening quantitative, analytical, and domain-specific capabilities.

Detailed Course Structure

Category	Course Code	Course Title	Credits	Academic Focus
Core	MBA301	Quantitative Techniques	3	Analytical methods for business decisions
Core	MBAESP301	Essential Studies for Professionals	0.5	Employability skill reinforcement
Non-Credit	—	Aptitude Skill Enhancement (Intermediate)	Non Credit	Placement-oriented aptitude building
SPECIALIZATION MAJOR 1 (Compulsory): Contemporary Marketing				
Specialization	CM301	Digital & Social Media Marketing	4	Digital strategy and promotional platforms
Specialization	CM302	Marketing Research	4	Market research methods and insights
SPECIALIZATION MAJOR 2: Marketing				
Specialization	MM301	Sales & Distribution	4	Channel management and sales systems
Specialization	MM302	Brand Management	4	Brand strategy and equity development
SPECIALIZATION MAJOR 2: Finance				
Specialization	FM301	Taxation	4	Taxation and corporate compliance
Specialization	FM302	Corporate Finance	4	Capital structure and financing decisions
SPECIALIZATION MAJOR 2: HR				
Specialization	HR301	Employee Relations	4	Industrial relations and employee engagement
Specialization	HR302	Manpower Planning and Recruitment	4	Workforce planning and staffing
SPECIALIZATION MAJOR 2: Operations & Supply Chain Management				
Specialization	SC301	Strategic Sourcing & Procurement	4	Supplier strategy and purchasing decisions
Specialization	SC302	Transport Management	4	Logistics and distribution operations

SPECIALIZATION MAJOR 2: Technology Management				
Specialization	TM301	Data Science using R	4	Statistical programming and data analysis
Specialization	TM302	Marketing Analytics	4	Analytics for marketing decisions
SPECIALIZATION MAJOR 2: Entrepreneurship				
Specialization	ET301	Business Plan and New Venture Creation	4	Opportunity identification and venture design
Specialization	ET302	Family Business Management	4	Governance and continuity in family firms
Sessional				
Sessional	MBA371	Valuation	2	Business and asset valuation concepts
Sessional	MBA372	Emerging Market Economy	2	Global economic context and market transition
Sessional	MBASDP381	Skill Development for Professionals	0.5	Skill development progression
LAB				
Lab	MBA391	Finance Lab II	2	Advanced financial applications
Lab	MBA392	Data Visualization using Power BI & Tableau	2	Business intelligence and visualization
Lab	MBA393	Analytics Lab II – Advanced Excel with Solver	2	Advanced spreadsheet analytics
Lab	MBA394	AI using Python	2	Introductory AI and programming applications

Total Credits for Term 3: 32.0

Term Summary: Term 3 marks the transition from common management foundations to specialization-led learning, supported by analytics, finance, and AI-oriented labs.

Term 4

Term Objective: To deepen domain expertise, strengthen strategic thinking, and introduce industry-based learning through internship and digital business tools.

Detailed Course Structure

Category	Course Code	Course Title	Credits	Academic Focus
Core	MBAESP401	Essential Studies for Professionals	0.5	Employability skill progression
Non-Credit	—	Aptitude Skill Enhancement (Advanced)	Non Credit	Placement and interview preparedness
SPECIALIZATION MAJOR 1 (Compulsory): Contemporary Marketing				
Specialization	CM401	B2B	4	Business-to-business marketing strategy
Specialization	CM402	Retail Strategy	4	Retail planning and customer engagement
SPECIALIZATION MAJOR 2: Marketing				
Specialization	MM401	Consumer Behaviour	4	Buyer decision processes
Specialization	MM402	Customer Experience and Relationship Management	4	Customer-centric strategy
SPECIALIZATION MAJOR 2: Finance				
Specialization	FM401	International Finance	4	Global financial systems and risk
Specialization	FM402	Investment Analysis and Portfolio Management	4	Investment and portfolio management
SPECIALIZATION MAJOR 2: HR				
Specialization	HR401	Human Resource Metrics and Analytics	4	Data-driven HR decision-making
Specialization	HR402	Compensation & Benefits Management	4	Reward systems and policy design
SPECIALIZATION MAJOR 2: Operations & Supply Chain Management				
Specialization	SC401	Supply Chain Analytics	4	Analytical supply chain decision support
Specialization	SC402	Supply Chain Design & Planning	4	Strategic planning in operations

SPECIALIZATION MAJOR 2: Technology Management				
Specialization	TM401	Data Mining	4	Pattern discovery and business intelligence
Specialization	TM402	Business Forecasting	4	Predictive analysis and planning
SPECIALIZATION MAJOR 2: Entrepreneurship				
Specialization	ET401	Entrepreneurial Finance & Evaluation	4	Venture funding and feasibility assessment
Specialization	ET402	Entrepreneurial Marketing	4	Go-to-market strategies for ventures
Sessional				
Sessional	MBA471	Corporate Strategy	3	Strategic analysis and corporate decision-making
Sessional	MBA472	Internship	6	Industry immersion and experiential learning
Sessional	MBASDP481	Skill Development for Professionals	0.5	Continuing skill development
LAB				
Lab	MBA491	Tech Enablers for Digital Business (Cloud, Social, Mobile, Network)	2	Digital business tools and platforms
Lab	MBA492	Advanced Excel	2	Develop advanced spreadsheet modeling and analytical skills using.
Lab	MBA493	Boardroom Simulation	2	Develop strategic decision-making, leadership, and problem-solving skills.

Total Credits for Term 4: 32

Term Summary: Term 4 integrates specialization depth with strategic learning and assessed industry exposure through internship viva and corporate strategy.

Term 5

Term Objective: To strengthen career readiness, communication, and advanced functional understanding before final academic closure.

Detailed Course Structure

Category	Course Code	Course Title	Credits	Academic Focus
Core	MBAESP501	Essential Studies for Professionals	0.5	Final stage employability skill enhancement
Non-Credit	—	Group Discussion and Interview Skills	Non Credit	Placement preparation
Non-Credit	—	Soft Skills and Interpersonal Communication	Non Credit	Professional behavior and workplace communication
SPECIALIZATION MAJOR 1 (Compulsory): Contemporary Marketing				
Specialization	CM501	Product Life Cycle	4	Product strategy and lifecycle planning
SPECIALIZATION MAJOR 2: Marketing				
Specialization	MM501	International Marketing	4	Global market entry and expansion strategies
SPECIALIZATION MAJOR 2: Finance				
Specialization	FM501	Financial Derivatives	4	Financial risk hedging and instruments
SPECIALIZATION MAJOR 2: HR				
Specialization	HR501	Emotional Intelligence and Effective Performance Management System	4	Leadership and self-management
SPECIALIZATION MAJOR 2: Operations & Supply Chain Management				
Specialization	SC501	Service Operations Management	4	Service process design and improvement
SPECIALIZATION MAJOR 2: Technology Management				

Specialization	TM501	Social Networking & Web Analytics	4	Digital behavior and web analytics
SPECIALIZATION MAJOR 2: Entrepreneurship				
Specialization	ET501	Social Entrepreneurship and Sustainable Development	4	Impact-driven venture development
Sessional				
Sessional	MBASDP581	Skill Development for Professionals	0.5	Final skill development component

Total Credits for Term 5: 9.0

Term Summary: Term 5 emphasizes employability, advanced specialization, and final-stage professional preparation.

Term 6

Term Objective: To complete the programme through capstone evaluation and research-based integration.

Detailed Course Structure

Category	Course Code	Course Title	Credits	Academic Focus
Sessional	MBA671	Grand Viva	4	Comprehensive academic and professional defense
Sessional	MBA672	Dissertation – Emerging Business Trend	6	Research-based capstone project

Total Credits for Term 6: 10.0

Term Summary: Term 6 serves as the capstone stage of the programme through grand viva, dissertation, and final integrative academic assessment.

MOOC Credit Requirement

Students are required to complete a total of 10 MOOC credits through NPTEL-certified courses from Term 3 to Term 6 as a compulsory graduation requirement.

Category	Requirement	Term	Credits	Status
MOOC	NPTEL Credits	Term 3	3	Compulsory
MOOC	NPTEL Credits	Term 4	3	Compulsory
MOOC	NPTEL Credits	Term 5	2	Compulsory
MOOC	NPTEL Credits	Term 6	2	Compulsory

TOTAL CREDIT

TERM	CREDITS
TERM 1	34
TERM 2	18
TERM 3	32
TERM 4	32
TERM 5	9
TERM 6	10
MOOCS	10
TOTAL	145

Programme Summary

The MBA curriculum follows a structured trimester model that begins with foundational management subjects, advances into functional specialization, and culminates in research, viva, and industry-linked academic evaluation.

The design balances theory, sessional learning, laboratories, communication and employability modules, internship exposure, dissertation work, and compulsory MOOC integration.

Overall, the programme is positioned to develop analytical competence, domain expertise, professional readiness, and applied managerial capability in a format aligned with premium business school documentation standards.