

MASTER OF BUSINESS ADMINISTRATION

MBA Programme Educational Objectives (PEOs)

PEO1: Develop sound managerial and strategic competence for effective functioning in business organizations.

PEO2: Strengthen analytical, leadership, and decision-making capabilities for managing complex business situations.

PEO3: Foster innovation, entrepreneurship, and problem-solving orientation for organizational growth and value creation.

PEO4: Promote the application of research, digital tools, and emerging technologies in managerial practice.

PEO5: Inculcate ethical values, sustainability orientation, and social responsibility in professional decision-making.

PEO Articulation with Mission

Mission	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	2	2	2	1
M2	2	3	3	2	1
M3	2	2	3	3	2
M4	1	2	2	1	3

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation

Programme Outcomes (POs)

At the end of the Programme the students would be able to demonstrate:

PO1: Apply management knowledge and business tools for effective decision-making.

PO2: Analyze business problems using research, quantitative methods, and data.

PO3: Demonstrate leadership, teamwork, communication, and interpersonal skills.

PO4: Integrate innovation, entrepreneurship, technology, and sustainability in business practice.

PO5: Exhibit ethics, social responsibility, and strategic orientation in addressing business and societal challenges.

Programme Specific Outcomes (PSOs)

PSO1: Apply integrated functional knowledge for managerial decision-making.

PSO2: Use analytical and digital tools to solve business problems.

PSO3: Develop entrepreneurial and innovative solutions in business.

PSO4: Demonstrate ethical, sustainable, and socially responsible managerial practice.

Employability and Transferable Skills

- ES1:** Communicate effectively across a range of media.
ES2: Apply teamwork and leadership skills in organizations.
ES3: Find, evaluate, and use information effectively.
ES4: Analyze business situations critically and solve problems.
ES5: Use data and digital tools for decision-making.
ES6: Demonstrate professional and ethical awareness.
ES7: Exhibit strategic thinking and entrepreneurial orientation.
ES8: Work effectively in multidisciplinary environments.

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SEMESTER-WISE PROGRAMME STRUCTURE

(2026-2028)

Semester I

Course Code	Course Title	L	T	P	J	Credits
MGT101	Management and Organization Behaviour	3				3
ECO102	Economics for Managers	3				3
FIN103	Accounting for Managers	2	1			3
QNT104	Statistical methods for business analysis	2	1			3
MKT105	Marketing Management I	3				3
OPS106	Operations and Decision Science	2	1			3
MGT107	Legal and Business Environment	2				2
ENG108	Business Communication for Managers I	2		1		2
IT109	IT Applications for Managers	1		2		2
	TOTAL					24

Semester II:

Course Code	Course Title	L	T	P	FW	Credits
MKT201	Marketing Management II	3				3
ENT202	Design Thinking and Entrepreneurship	2		2		3
ANL203	Business Analytics for Managers	2		2		3
QNT204	Research Methodology for Managers	3				3
HRM205	Human Resource Management	3				3
FIN206	Financial Management	3				3
MGT207	AI for Business	2		1		2
QNTLAB208	Statistical Data Analysis Lab			2		1

ENG209	Business Communication for Managers II	2				2
SFT210	Personality Development and Soft Skills Lab			2		1
						24

Summer Internship for 8 weeks (after Semester –II): 5 credits

Semester III:

Course Code	Course Title	L	T	P	FW	Credits
MGT301	Strategic Management	3				3
OPS302	Supply Chain Management	2				2
OBH303	Leadership and Change Management	2				2
TNP304	Project Management	3				3
INT305	Summer Internship and Project Report					5
Finance Elective Basket 1						
FIN306	Corporate Restructuring and Valuation	3				3
FIN307	Security Analysis and Portfolio Management					
FIN308	Financial Institutions, Markets and Services					
Marketing Elective Basket 2						
MKT310	Consumer Behaviour	3				3
MKT311	Sales and Promotion Management					
MKT312	Marketing Analytics					
HR Elective Basket 3						
HRM314	Talent Management and Employee Retention	3				3
HRM315	Learning and Development					
HRM316	Employee Relations and Labour Law					
Operations Elective Basket 4						
OPS318	Management of Service Operations	3				3
OPS319	Quality Management and Lean Six Sigma					
OPS320	Digital Transformation in Supply Chains: Technology and Innovation					
	Campus Recruitment Training (CRT)*					
						24

*Mandatory Course

For electives, students can choose minimum two courses from their chosen specialization basket and one from the other specialization basket. Total credits should be 9.

Semester IV:

Course Code	Course Title	L	T	P	J	Credits
MGT401	Business Ethics and Corporate Governance	3				3
MGT402	International Business	3				3
Finance Elective Basket 1						
FIN403	Risk Management and Financial Derivatives	3				3
FIN404	International Financial Management					
FIN405	Financial Analytics					
Marketing Elective Basket 2						
MKT407	Rural Marketing	3				3
MKT408	Digital Marketing					
MKT409	Brand Management					
HR Elective Basket 3						
HRM411	Performance and Compensation Management	3				3
HRM412	Managing HR in Global Context					
HRM413	HR Analytics					
Operations Elective Basket 1						
OPS415	Supply Chain Analytics	3				3
OPS416	Export Import Operations Management					
OPS417	Warehouse Management					
INT419	Live Industry Project/Dissertation				6	4
VIVA420	Comprehensive Viva Voce		2			2
						24

For electives, students can choose minimum two courses from their chosen specialization basket and two from the other specialization basket. Total credits should be 12.