



E-MBA SYLLABUS STRUCTURE



SEM 1

INTRODUCTION TO MANAGERIAL PRINCIPLES

APPLIED ECONOMICS

INTRODUCTION TO QUANTITATIVE TECHNIQUE

FINANCIAL AND COST ACCOUNTING

MARKETING MANAGEMENT & RESEARCH

INTRODUCTION TO IT & MIS

ADVANCE BUSINESS COMMUNICATION

SEM 2

I.T IN BUSINESS

MANAGERIAL DEVELOPMENT AND EFFECTIVENESS

HR MANAGEMENT

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

BUSINESS ETHICS AND CORPORATE GOVERNANCE

STRATEGIC MANAGEMENT



SEM- 3 SPECIALIZATION



FINANCIAL MANAGEMENT

ADVANCED CORPORATE FINANCE

FINANCIAL MARKETS AND FINANCIAL SERVICES

CASES IN FINANCE/BUSINESS ENVIRONMENT AWARENESS

EQUITY RESEARCH & INVESTMENT BANKING

STRATEGIC COST MANAGEMENT

PROJECT MANAGEMENT

INTRODUCTION TO INTERNATIONAL BUSINESS

INFORMATION SYSTEMS

BUSINESS PROCESS MANAGEMENT

INFORMATION SYSTEMS ANALYSIS

IT SECURITY & RISK MANAGEMENT

BUSINESS INTELLIGENCE & DATA MINING CLOUD COMPUTING

IT STRATEGY

ERP SYSTEMS

PROJECT MANAGEMENT

INTRODUCTION TO INTERNATIONAL BUSINESS



SEM- 3 SPECIALIZATION



HUMAN RESOURCE MANAGEMENT

HUMAN RESOURCE DEVELOPMENT & TRAINING AND DEVELOPMENT

LABOUR LAWS

COMPENSATION & BENEFIT

PERFORMANCE MANAGEMENT

PROJECT MANAGEMENT

INTRODUCTION TO INTERNATIONAL BUSINESS

OPERATIONS MANAGEMENT

OPTIMISING MODEL

OPERATIONS PLANNING AND CONTROL

QUALITY MANAGEMENT AND CONTROL

MATERIAL HANDLING AND TRANSPORTATION

NEW PRODUCT DEVELOPMENT AND REENGINEERING

PROJECT MANAGEMENT

INTRODUCTION TO INTERNATIONAL BUSINESS



SEM- 3 SPECIALIZATION



MARKETING

BRAND MANAGEMENT

SALES MARKETING, RETAIL
MARKETING

IMC WITH ADVANCE MARKETING
STRATEGIES, ONLINE REPUTATION
AND SOCIAL MEDIA

CONSUMER BEHAVIOUR/MARKET
RESEARCH

ONLINE REPUTATION MANAGEMENT

PROJECT MANAGEMENT

INTRODUCTION TO INTERNATIONAL
BUSINESS

INTERNATIONAL BUSINESS

INTRODUCTION TO INTERNATIONAL
BUSINESS & BUSINESS ENVIRONMENT

EXIM POLICY & PROCEDURE

INTERNATIONAL MARKETING OF GOODS &
SERVICES

FOREIGN EXCHANGE RISK MANAGEMENT,
INTERNATIONAL FINANCE

SPECIAL ECONOMIC ZONES AND EOU

BILATERAL AND MULTILATERAL TRADE LAWS

GLOBAL SOURCING AND ITS IMPACT ON
INDIAN INDUSTRY

PROJECT MANAGEMENT

INTRODUCTION TO INTERNATIONAL
BUSINESS