



Program Structure

Master of Business Administration **(MBA — 2 Years)**

Duration: 02 Years | 4 Semesters

Batch: 2026–2028

School of Management

Part 1 — Curriculum Structure (Semesters I–IV)

Semester I									
S.No	Type	Course Name	Code	L	T	P	E	Cr	Offered By
Core Courses (DSC)									
1	Core (DSC)	Microeconomics	2026ECIB600	2	0	0	0	2	Economics & International Business
2	Core (DSC)	Managerial Accounting	2026FINA600	3	0	0	0	3	Finance & Accounting
3	Core (DSC)	Marketing Management	2026MKTG600	2	0	0	0	2	Sales & Marketing
4	Core (DSC)	Quantitative Methods for Business	2026BANL600	2	0	0	0	2	Business Analytics
5	Core (DSC)	Organisational Behavior	2026HROB600	2	0	0	0	2	HR Management & Org. Behaviour
6	Core (DSC)	Legal Aspects of Business	2026MGMT600	2	0	0	0	2	General Management
Discipline Specific Electives — DSE (Choose Any Two from Specialisation)									
1	DSE	DSE 1 — See Specialisation Annexure	—	2	0	0	0	2	—
2	DSE	DSE 2 — See Specialisation Annexure	—	2	0	0	0	2	—
Generic Elective — GE (Choose Any One)									
1	GE	Graduate Assistantship Program - I	2026NTCC600	0	0	0	8	2	NTCC Course
2	GE	Managerial Decision Modeling with Spreadsheets	2026BANL603	1	0	0	4	2	Business Analytics
Ability Enhancement Course — AEC									
1	AEC	Professional Communication	2026BCMM602	0	0	3	2	2	Business Communication & Media Management
Value Added Course — VAC									
1	VAC	Transforming Life through Yoga and Meditation	2026MGMT603	0	0	4	0	2	General Management
Total Credits									22
NCrF Level 6 Core DSC: 6 (13 cr) DSE: Choose Any 2 (4 cr) GE: Choose Any 1 (2 cr) AEC: 1 (2 cr) VAC: 1 (2 cr)									

Semester II									
S.No	Type	Course Name	Code	L	T	P	E	Cr	Offered By
Core Courses (DSC)									
1	Core (DSC)	Macroeconomics	2026ECIB651	2	0	0	0	2	Economics & International Business
2	Core (DSC)	Operations & Supply Chain Management	2026POMG651	2	0	0	0	2	Production and Operations
3	Core (DSC)	Business Research Methods	2026MGMT651	1	0	0	4	2	General Management

4	Core (DSC)	Corporate Finance	2026FINA651	3	0	0	0	3	Finance & Accounting
5	Core (DSC)	Human Resource Management	2026HROB651	2	0	0	0	2	HR Management & Org. Behaviour
Discipline Specific Electives — DSE (Choose Any Two from Specialisation)									
1	DSE	DSE 3 — See Specialisation Annexure	—	2	0	0	0	2	—
2	DSE	DSE 4 — See Specialisation Annexure	—	2	0	0	0	2	—
Generic Elective — GE (Choose Any One)									
1	GE	Strategic Leadership for Sustainable Value Creation	2026MGMT652	2	0	0	0	2	General Management
2	GE	Sociology	TBD	2	0	0	0	2	SOLA
3	GE	Graduate Assistantship Program - II	2026NTCC651	0	0	0	8	2	NTCC Course
4	GE	Communication Studio — Theatre-Based Approach to Communication	2026BCMM653	0	0	4	0	2	Business Communication & Media Management
Ability Enhancement Course — AEC									
1	AEC	Business Communication	2026BCMM654	0	0	2	4	2	Business Communication & Media Management
Skill Enhancement Course — SEC (Choose Any One)									
1	SEC	Digital Marketing & Media Management	2026MKTG653	1	0	0	4	2	Sales & Marketing
2	SEC	Negotiation & Conflict Resolution Skills	2026HROB654	1	0	0	3	2	HR Management & Org. Behaviour
3	SEC	Game Theory for Managers	2026ECIB652	2	0	0	0	2	Economics & International Business
4	SEC	Legal & Ethical Issues in Healthcare	2026HCMS651	2	0	0	0	2	Healthcare Management
5	SEC	Analysis of Recent Business Developments	2026FBEN653	0	0	4	0	2	Family Business & Entrepreneurship
6	SEC	SQL for Data Analytics	2026BANL653	1	0	2	0	2	Business Analytics
Project									
1	Project	Design Thinking and Innovation	2026MGMT654	1	0	0	4	2	General Management
Value Added Course — VAC									
1	VAC	Care for Society	2026MGMT655	0	0	0	8	2	General Management
Total Credits									24
NCrF Level 6 Core DSC: 5 (11 cr) DSE: Choose Any 2 (4 cr) GE: Choose Any 1 (2 cr) AEC: 1 (2 cr) SEC: Choose Any 1 (2 cr) Project: 1 (2 cr) VAC: 1 (2 cr)									

Semester III									
S.No	Type	Course Name	Code	L	T	P	E	Cr	Offered By
Core Courses (DSC)									
1	Core (DSC)	Sustainability & Social Responsiveness	2026MGMT700	1	0	0	4	2	General Management
2	Core (DSC)	Strategic Management	2026MGMT701	2	0	0	0	2	General Management
3	Core (DSC)	Professional Ethics	2026MGMT702	2	0	0	0	2	General Management

Generic Electives — GE (Choose Any Two)									
1	GE	International Business	2026ECIB700	2	0	0	0	2	Economics & International Business
2	GE	Project Management	2026POMG700	2	0	0	0	2	Production and Operations
3	GE	E-Business	2026MGMT703	2	0	0	0	2	General Management
4	GE	Marketing Strategy	2026MKTG700	1	0	0	4	2	Sales & Marketing
5	GE	Psychology in Business	2026HROB700	2	0	0	0	2	HR Management & Org. Behaviour
6	GE	Development Communication	2026BCMM700	2	0	0	0	2	Business Communication & Media Management
7	GE	Corporate Communication	2026BCMM701	1	0	2	0	2	Business Communication & Media Management
8	GE	Bibliophiles	2026BCMM702	2	0	0	0	2	Business Communication & Media Management
9	GE	Essentials of Corporate Taxation	2026FINA700	2	0	0	0	2	Finance & Accounting
10	GE	Happiness, Well-being & Mindfulness at Work	2026HROB701	1	0	0	3	2	HR Management & Org. Behaviour
11	GE	International Economics	2026ECIB701	2	0	0	0	2	Economics & International Business
12	GE	Advanced Design Thinking	2026FBEN700	2	0	0	0	2	Family Business & Entrepreneurship
13	GE	Service Operations Management	2026LSCM700	2	0	0	0	2	Logistics & Supply Chain Management
14	GE	Applied Data Science with R	2026BANL700	1	0	2	0	2	Business Analytics
15	GE	Service Operations Management	2026POMG701	2	0	0	0	2	Production and Operations
Multidisciplinary Course — MDC									
1	MDC	Indian Constitution	TBD	2	0	0	0	2	School of Law
Skill Enhancement Course — SEC (Choose Any One)									
1	SEC	Innovation, Entrepreneurship and Start-ups	2026FBEN701	1	0	0	4	2	Family Business & Entrepreneurship
2	SEC	Stock Market & Derivatives Trading Basics	2026FINA701	1	0	2	0	2	Finance & Accounting
3	SEC	Strategic Sustainability Reporting and Impact Assessment	2026MGMT704	2	0	0	0	2	General Management
4	SEC	Lean Six Sigma for Operational Excellence	2026LSCM701	2	0	0	0	2	Logistics & Supply Chain Management
5	SEC	Six Sigma for Process Improvement	2026POMG702	2	0	0	0	2	Production and Operations
Summer Internship									
1	Internship	Summer Internship	2026NTCC700	0	0	0	16	4	NTCC Course
Discipline Specific Electives — DSE (Choose Any 4: 3 from own + 1 program elective, or all 4 from own specialisation)									
1	DSE	DSE 5 — See Specialisation Annexure	—	2	0	0	0	2	—
2	DSE	DSE 6 — See Specialisation Annexure	—	2	0	0	0	2	—
3	DSE	DSE 7 — See Specialisation Annexure	—	2	0	0	0	2	—
4	DSE	DSE 8 — See Specialisation Annexure	—	2	0	0	0	2	—
Total Credits									24
NCRf Level 6 Core DSC: 3 (6 cr) GE: Choose Any 2 (4 cr) MDC: 1 (2 cr) SEC: Choose Any 1 (2 cr) Internship: 1 (4 cr) DSE: Choose Any 4 (8 cr)									

Semester IV

S.No	Type	Course Name	Code	L	T	P	E	Cr	Offered By
Core Course (DSC)									
1	Core (DSC)	Management of MSMEs	2026MGMT751	0	0	4	4	3	General Management
Generic Elective — GE (Choose Any One)									
1	GE	Negotiation and Strategy Through Indian Mythology	2026BCMM751	2	0	0	0	2	Business Communication & Media Management
2	GE	Intellectual Property Rights	TBD	2	0	0	0	2	School of Law
3	GE	Prompt Engineering	TBD	2	0	0	0	2	SEAS
Immersive Learning Project									
1	Project	Immersive Learning Project	2026NTCC751	0	0	0	48	12	NTCC Course
Discipline Specific Electives — DSE (Choose Any 4: 3 from own + 1 program elective, or all 4 from own specialisation)									
1	DSE	DSE 9 — See Specialisation Annexure	—	2	0	0	0	2	—
2	DSE	DSE 10 — See Specialisation Annexure	—	2	0	0	0	2	—
3	DSE	DSE 11 — See Specialisation Annexure	—	2	0	0	0	2	—
4	DSE	DSE 12 — See Specialisation Annexure	—	2	0	0	0	2	—
Total Credits									23
NCrF Level 6 Core DSC: 1 (3 cr) GE: Choose Any 1 (2 cr) Project: 1 (12 cr) DSE: Choose Any 4 (8 cr)									

Total Program Credits (Core + DSE + electives)

93

Part 2 — Specialisation Elective Annexure (DSE / GE / SEC by Specialisation)

Specialisation: Sales & Marketing					
S.No	Sem	Code	Course Name	Type	Credits
Semester I					
1	I	2026MKTG601	Fundamentals of B2B Marketing	DSE	2
2	I	2026MKTG602	Fundamentals of Retail Management	DSE	2
Semester II					
3	II	2026MKTG651	Strategic Growth Marketing	DSE	2
4	II	2026MKTG652	Pricing Strategy	DSE	2
5	II	2026MKTG653	Digital Marketing & Media Management	SEC	2
Semester III					
6	III	2026MKTG700	Marketing Strategy	GE	2
7	III	2026MKTG701	Consumer Behaviour	DSE	2
8	III	2026MKTG702	Sales & Distribution Management	DSE	2
9	III	2026MKTG703	Integrated Marketing Communications	DSE	2
10	III	2026MKTG704	Marketing Analytics	DSE	2
11	III	2026MKTG705	Strategic Brand Management	DSE	2
12	III	2026MKTG706	Bottom-of-the-Pyramid and Vernacular Marketing	DSE	2
Semester IV					
13	IV	2026MKTG751	Marketing of Services	DSE	2
14	IV	2026MKTG752	Social Media Marketing	DSE	2
15	IV	2026MKTG753	Sustainable Marketing	DSE	2
16	IV	2026MKTG754	Industrial Marketing Management	DSE	2
17	IV	2026MKTG755	Retail Management	DSE	2
18	IV	2026MKTG756	Customer Analytics	DSE	2
Total Available Elective Credits					36

Specialisation: Finance & Accounting					
S.No	Sem	Code	Course Name	Type	Credits
Semester I					
1	I	2026FINA601	Financial Data Visualization	DSE	2
2	I	2026FINA602	Financial Markets & Institutions	DSE	2
Semester II					
3	II	2026FINA652	Financial Analytics using Python/R	DSE	2
4	II	2026FINA653	AI Applications in Finance	DSE	2
Semester III					
5	III	2026FINA700	Essentials of Corporate Taxation	GE	2
6	III	2026FINA701	Stock Market & Derivatives Trading Basics	SEC	2
7	III	2026FINA702	Financial Modelling	DSE	2
8	III	2026FINA703	Business Valuation	DSE	2
9	III	2026FINA704	International Finance	DSE	2
10	III	2026FINA705	Security and Portfolio Management	DSE	2
11	III	2026FINA706	Banking Operations & Credit Management	DSE	2
12	III	2026FINA707	Investment Banking	DSE	2
Semester IV					
13	IV	2026FINA751	Behavioral Finance	DSE	2
14	IV	2026FINA752	Wealth Management	DSE	2
15	IV	2026FINA753	Financial Derivatives & Risk Management	DSE	2
16	IV	2026FINA754	Sustainable Finance & Reporting	DSE	2
17	IV	2026FINA755	Financial Econometrics	DSE	2
18	IV	2026FINA756	Infrastructure and the Private Sector	DSE	2
Total Available Elective Credits					36

Specialisation: Business Analytics					
S.No	Sem	Code	Course Name	Type	Credits
Semester I					
1	I	2026BANL601	Advanced Data Analytics for Business Decisions	DSE	2
2	I	2026BANL602	Generative AI and Agentic AI	DSE	2
3	I	2026BANL603	Managerial Decision Modeling with Spreadsheets	GE	2

Semester II					
4	II	2026BANL651	Industry 5.0 and Smart Business Technologies	DSE	2
5	II	2026BANL652	Database Management for Business Decision	DSE	2
6	II	2026BANL653	SQL for Data Analytics	SEC	2
Semester III					
7	III	2026BANL700	Applied Data Science with R	GE	2
8	III	2026BANL701	Programming for Analytics	DSE	2
9	III	2026BANL702	Text Mining and Sentiment Analytics	DSE	2
10	III	2026BANL703	Data Mining and Visualization	DSE	2
11	III	2026BANL704	Analytics for Service Operations	DSE	2
12	III	2026BANL705	AI and Machine Learning	DSE	2
13	III	2026BANL706	System Dynamics and Modelling	DSE	2
Semester IV					
14	IV	2026BANL751	Deep Learning	DSE	2
15	IV	2026BANL752	Analytics for Sustainable Supply Chain	DSE	2
16	IV	2026BANL753	AI Techniques in Analytics	DSE	2
17	IV	2026BANL754	Digital Business Modelling	DSE	2
18	IV	2026BANL755	Business Information System	DSE	2
19	IV	2026BANL756	Next-Gen Machine Learning	DSE	2
Total Available Elective Credits					38

Specialisation: Human Resource Management					
S.No	Sem	Code	Course Name	Type	Credits
Semester I					
1	I	2026HROB601	Diversity, Equity, Inclusion & Belonging	DSE	2
2	I	2026HROB602	Emotional Intelligence & Interpersonal Dynamics for Managers	DSE	2
Semester II					
3	II	2026HROB652	Future of Work, Gig Economy & AI-Driven HR	DSE	2
4	II	2026HROB653	Digital HR & Future Workplace Technologies	DSE	2
5	II	2026HROB654	Negotiation & Conflict Resolution Skills	SEC	2
Semester III					
6	III	2026HROB700	Psychology in Business	GE	2
7	III	2026HROB701	Happiness, Well-being & Mindfulness at Work	GE	2

8	III	2026HROB702	Performance Management System	DSE	2
9	III	2026HROB703	Talent Acquisition	DSE	2
10	III	2026HROB704	Learning & Development	DSE	2
11	III	2026HROB705	Compensation & Reward Management	DSE	2
12	III	2026HROB706	Employee Experience & Engagement Design	DSE	2
13	III	2026HROB707	Talent Management	DSE	2
Semester IV					
14	IV	2026HROB751	Employee Relation	DSE	2
15	IV	2026HROB752	HR Metrics & Analytics	DSE	2
16	IV	2026HROB753	Organizational Change & Transformation	DSE	2
17	IV	2026HROB754	Strategic HRM	DSE	2
18	IV	2026HROB755	Leadership Coaching & Executive Development	DSE	2
19	IV	2026HROB756	Sustainable HRM	DSE	2
Total Available Elective Credits					38

Specialisation: Operations & Logistics (Supply Chain Management)					
S.No	Sem	Code	Course Name	Type	Credits
Semester I					
1	I	2026LSCM600	Logistics Management	DSE	2
2	I	2026LSCM601	Operation Research	DSE	2
3	I	2026POMG600	Introduction to Operations Management	DSE	2
4	I	2026POMG601	Operations Research for Managers	DSE	2
Semester II					
5	II	2026LSCM651	E-Commerce & Digital Logistics	DSE	2
6	II	2026LSCM652	Forecasting Techniques for Business	DSE	2
7	II	2026POMG652	Introduction to Supply Chain and Logistics Systems	DSE	2
8	II	2026POMG653	Production Planning and Control	DSE	2
Semester III					
9	III	2026LSCM700	Service Operations Management	GE	2
10	III	2026LSCM701	Lean Six Sigma for Operational Excellence	SEC	2
11	III	2026LSCM702	Purchasing & Inventory Management	DSE	2
12	III	2026LSCM703	Supply Chain Management	DSE	2
13	III	2026LSCM704	Transportation & Distribution Management	DSE	2

14	III	2026LSCM705	Warehousing & Distribution Facilities Management	DSE	2
15	III	2026LSCM706	Supply Chain Technology and Information System	DSE	2
16	III	2026LSCM707	Port and Shipping Management	DSE	2
17	III	2026POMG703	Smart Manufacturing and Industrial Automation	DSE	2
18	III	2026POMG704	Business Process Reengineering	DSE	2
19	III	2026POMG705	Industrial Project Management	DSE	2
20	III	2026POMG706	Simulation Modeling for Business Decision	DSE	2
21	III	2026POMG707	Inventory and Procurement Management	DSE	2
22	III	2026POMG708	Demand Forecasting and Planning	DSE	2
Semester IV					
23	IV	2026LSCM751	Multimodal Transportation Management	DSE	2
24	IV	2026LSCM752	Logistics Strategy & Planning	DSE	2
25	IV	2026LSCM753	Analytics for Sustainable Supply Chain	DSE	2
26	IV	2026LSCM754	Global Logistics Operation	DSE	2
27	IV	2026LSCM755	Humanitarian Logistics	DSE	2
28	IV	2026LSCM756	Total Quality Management	DSE	2
29	IV	2026POMG751	Retail Operations Management	DSE	2
30	IV	2026POMG752	Advanced Operation Analytics	DSE	2
31	IV	2026POMG753	Export-Import Operations	DSE	2
32	IV	2026POMG754	Quality Management	DSE	2
33	IV	2026POMG755	Operational Risk Management	DSE	2
34	IV	2026POMG756	Sustainable Operations Management	DSE	2
Total Available Elective Credits					68

Specialisation: Business Communication & Media Management

S.No	Sem	Code	Course Name	Type	Credits
Semester I					
1	I	2026BCMM600	Human Channels for Strategic Media Management	DSE	2
2	I	2026BCMM601	Digital Persuasion & Strategic Sales Influence in Media Management	DSE	2
Semester II					
3	II	2026BCMM651	Digital Influencer Strategies and Media Management	DSE	2
4	II	2026BCMM652	AI-Driven Strategic Advertising & PR in Media Management	DSE	2
5	II	2026BCMM653	Communication Studio — Theatre-Based Approach	GE	2

Semester III					
6	III	2026BCMM700	Development Communication	GE	2
7	III	2026BCMM701	Corporate Communication	GE	2
8	III	2026BCMM702	Bibliophiles	GE	2
9	III	2026BCMM703	Digital Media	DSE	2
10	III	2026BCMM704	Media Cost Management & Control	DSE	2
11	III	2026BCMM705	Media Production and Consumption	DSE	2
12	III	2026BCMM706	Media and Sports Industry	DSE	2
13	III	2026BCMM707	Media Research Tools and Analytics	DSE	2
14	III	2026BCMM708	Digital Media Entrepreneurship	DSE	2
Semester IV					
15	IV	2026BCMM751	Negotiation and Strategy Through Indian Mythology	GE	2
16	IV	2026BCMM752	Films and Entertainment Industry	DSE	2
17	IV	2026BCMM753	Media Planning & Buying	DSE	2
18	IV	2026BCMM754	Marketing and Branding in Event Industry	DSE	2
19	IV	2026BCMM755	Media Marketing & Distribution	DSE	2
20	IV	2026BCMM756	Business of Media in an AI-driven environment	DSE	2
21	IV	2026BCMM757	Content and Creative Management	DSE	2
Total Available Elective Credits					42

Specialisation: Family Business & Entrepreneurship					
S.No	Sem	Code	Course Name	Type	Credits
Semester I					
1	I	2026FBEN600	Creativity and Problem Solving	DSE	2
2	I	2026FBEN601	Recognizing and Analyzing New Opportunities	DSE	2
Semester II					
3	II	2026FBEN651	New Venture Financing & Fundraising	DSE	2
4	II	2026FBEN652	Leveraging Technology & Digital Entrepreneurship in India	DSE	2
5	II	2026FBEN653	Analysis of Recent Business Developments	SEC	2
Semester III					
6	III	2026FBEN700	Advanced Design Thinking	GE	2
7	III	2026FBEN701	Innovation, Entrepreneurship and Start-ups	SEC	2
8	III	2026FBEN702	Entrepreneurial Thinking in Family Business	DSE	2

9	III	2026FBEN703	Family Business Governance & Dynamics	DSE	2
10	III	2026FBEN704	Innovation Management in Family Business	DSE	2
11	III	2026FBEN705	Succession Planning & Leadership Transition	DSE	2
12	III	2026FBEN706	Social & Sustainable Entrepreneurship	DSE	2
13	III	2026FBEN707	Risk Management & Crisis Leadership for Entrepreneurs	DSE	2
Semester IV					
14	IV	2026FBEN751	Conflict Management in Family Business	DSE	2
15	IV	2026FBEN752	Internationalization of Family Business	DSE	2
16	IV	2026FBEN753	Capstone Project / Family Business Revamp Plan	DSE	2
17	IV	2026FBEN754	Legal & Tax Implications of Business Succession in India	DSE	2
18	IV	2026FBEN755	Corporate Venturing	DSE	2
19	IV	2026FBEN756	Scaling Up New Ventures	DSE	2
Total Available Elective Credits					38

Specialisation: Healthcare Management					
S.No	Sem	Code	Course Name	Type	Credits
Semester I					
1	I	2026HCMS600	Healthcare Systems & Policy	DSE	2
Semester II					
2	II	2026HCMS651	Legal & Ethical Issues in Healthcare	SEC	2
Semester III					
3	III	2026HCMS700	Health Informatics & Data Analytics	DSE	2
4	III	2026HCMS701	Healthcare Marketing & Consumer Behavior	DSE	2
5	III	2026HCMS702	Innovation in Global Health Delivery	DSE	2
6	III	2026HCMS703	Managing Healthcare Organizations	DSE	2
7	III	2026HCMS704	Public Health & Social Disparities	DSE	2
Semester IV					
8	IV	2026HCMS751	Healthcare Finance & Cost Management	DSE	2
9	IV	2026HCMS752	Artificial Intelligence in Healthcare	DSE	2
10	IV	2026HCMS753	Strategic Management in Healthcare	DSE	2
11	IV	2026HCMS754	Managing Healthcare Quality	DSE	2
Total Available Elective Credits					22

Specialisation: Sports Management

S.No	Sem	Code	Course Name	Type	Credits
Semester III					
1	III	2026SPMG700	Sports Marketing & Sponsorship	DSE	2
2	III	2026SPMG701	Event & Facility Management	DSE	2
3	III	2026SPMG702	Sports Analytics & Technology	DSE	2
4	III	2026SPMG703	Legal Aspects of Sports Business	DSE	2
5	III	2026SPMG704	Media & Communication in Sports	DSE	2
Semester IV					
6	IV	2026SPMG751	Strategic Planning in Sports	DSE	2
7	IV	2026SPMG752	Sports Product & Brand Management	DSE	2
8	IV	2026SPMG753	Managing a Sports Organization	DSE	2
9	IV	2026SPMG754	Greening Sports & Sustainability	DSE	2
Total Available Elective Credits					18

Part 3 — NCrF Credit Overview

NCrF Credit Overview — Semester-wise										
Semester	Level	DSC	AEC	VAC	GE	MDC/Proj	DSE	SEC	Project/Intern	Total
Semester I	6.0	6	—	—	1	1	2	—	—	22
Semester II	6.0	5	—	—	1	1	2	1	1	24
Semester III	6.0	3	—	—	2	1	4	1	1	24
Semester IV	6.0	1	—	—	1	—	4	—	1	23
TOTAL	—	15	—	—	5	3	12	2	3	93