

Online MBA in Marketing Management

Syllabus

Semester 1		
Sr. No.	Subjects	Credits
1	Principles & Practices of Management	4
2	Organisational Behaviour	4
3	Management Accounting	4
4	Managerial Economics	4
5	Business Communication	4
6	Research Methodology	4
7	Environment Awareness and Disaster Management	3

Semester 2		
Sr. No.	Subjects	Credits
1	Human Resource Management	4
2	Marketing Management	4
3	Financial Management	4
4	Operations Management	4
5	Management Information System	4
6	Strategic Management & Business Policy	4
7	Entrepreneurship Development	3

Semester 3		
Sr. No.	Subjects	Credits
1	Consumer Behavior	4
2	Marketing Research	4
3	Sales & Distribution Management	4
4	Product and Brand Management	4
5	Retail Management	4
6	Marketing of services	4
7	Generic Elective-I - Digital Marketing \ Business English	4

Semester 4		
Sr. No.	Subjects	Credits
1	International Marketing	4
2	Integrated Marketing Communication	4
3	Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance	4
4	Project Work Report	8