



**PRESIDENCY  
UNIVERSITY**

# **PROGRAMME REGULATIONS & CURRICULUM**

2025-27

**PRESIDENCY SCHOOL OF MANAGEMENT**

**MASTER OF BUSINESS ADMINISTRATION  
MBA (MARKETING AND FINANCE)**



# **PRESIDENCY UNIVERSITY**



## **Presidency School of Management**

### **Master of Business Administration**

#### **MBA (Marketing and Finance)**

### **Program Regulations and Curriculum**

**2025-2027**

**based on Choice Based Credit System (CBCS) and  
Outcome Based Education (OBE)**

## PROGRAM STRUCTURE

### Structure/Component with Credit Requirements Course Baskets and Minimum Basket Wise Credit Requirements:

The **MBA (Marketing and Finance)** Program Structure (2025-2027) totalling 102 credits. Table summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

#### MODEL I

Table 1.1: MBA (Marketing and Finance) Dual Specialization Program Structure 2025-2027: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets				
Sl. No.	Baskets			Credit Contribution
1	PROGRAM CORE (PC)			52
2	SPECIALIZATION TRACK (ST)	ST1	TRACK-CORE (STC1)	8
			TRACK-ELECTIVE (STE1)	12
		ST2	TRACK-CORE (STC2)	8
			TRACK-ELECTIVE (STE2)	12
3	PRACTICE (PR)			10
	Total Credits			102 (Minimum)

**Curriculum Structure – Basket Wise Course List (not Semester Wise) List of Courses Tabled – aligned to the Program Structure (Course Code, Course Name, Credit Structure (LTPC), Contact Hours, Course Basket, Type of Skills etc., as applicable).**

**Table 1.2: MBA (Marketing and Finance) Program Structure 2025-2027:**

### Program Core (PC)

[illegible]

**Table 1.3: List of Elective Courses under various Specializations/Stream Basket:**

## SPECIALIZATION TRACK 1

## TRACK CORE - MARKETING

Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STC1	MKT5111	Consumer Buying Behaviour	3	1	0	4
2	STC1	MKT5112	Managing Sales Teams and Distribution Networks	3	1	0	4
						<b>Total</b>	<b>8</b>
<b>TRACK ELECTIVE - MARKETING</b>							

**List of Specialization Track Electives Courses- Minimum of 12 credits is to be earned by the student in particular track**

S. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STE1	MKT5113	Strategic Brand Building and Product Strategy	2	1	0	3
2	STE1	MKT5114	Social Media, Content and Influencer Marketing	2	1	0	3
3	STE1	MKT5115	Services Marketing and Customer Experience	2	1	0	3
4	STE1	MKT5117	Omni-Channel and Modern Retailing	2	1	0	3
5	STE1	MKT5119	Integrated Marketing Communication Strategies	2	1	0	3
6	STE1	MKT5120	Business Marketing and Industrial Sales	2	1	0	3
7	STE1	MKT5121	Global Marketing	2	1	0	3
8	STE1	MKT5122	Marketing 6.0	2	1	0	3

**SPECIALIZATION TRACK 2**

**TRACK CORE - FINANCE**

Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STC2	FIN5111	Investment and Portfolio Management	3	1	0	4
2	STC2	FIN5112	Fintech for Modern Finance	3	1	0	4
<b>Total</b>							<b>8</b>

**TRACK ELECTIVE - FINANCE**

**List of Specialization Track Electives Courses- Minimum of 12 credits is to be earned by the student in particular track**

Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STE2	FIN5113	Strategic Mergers, Acquisitions and Corporate Restructuring	2	1	0	3
2	STE2	FIN5114	Tax Laws and Practice	2	1	0	3
3	STE2	FIN5115	Financial Derivatives and Risk Management	2	1	0	3
4	STE2	FIN5116	Global Financial Management	2	1	0	3
5	STE2	FIN5117	Project Finance	2	1	0	3
6	STE2	FIN5120	Financial Services and Markets	2	1	0	3
7	STE2	FIN5121	Risk Management and Insurance	2	1	0	3
8	STE2	FIN5122	Strategic Cost and Revenue Optimization	2	1	0	3

**Table 1.4: MBA (Marketing and Finance) Program Structure 2025-2027: Practice (PR)**

<b>S. NO.</b>	<b>BASKET</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	PR	INT7111	Summer Internship Project	-	-	-	4
2	PR	CRP7111	Capstone Research Project	-	-	-	6
<b>TOTAL</b>							<b>10</b>

**Recommended Semester Wise Course Structure / Flow including the Program / Discipline Elective Paths / Option**

**Table 1.5 List of MBA (Marketing and Finance) Courses (Proposed)****MBA (Marketing and Finance)**

S.NO	BASKET	COURSE CODE	SEMESTER I	L	T	P	C
1	PC	QNT4111	Applied Business Statistics	2	0	2	3
2	PC	QNT4112	Applied Data Analysis and Visualization	2	0	2	3
3	PC	FIN4111	Financial Accounting and Reporting	3	1	0	4
4	PC	OBH4111	Human Behavior in Organizations	2	1	0	3
5	PC	GMM4111	Managerial Economics	2	1	0	3
6	PC	OPS4111	Production Operations and Logistics Management	2	1	0	3
7	PC	MKT4111	Strategic Marketing Management	2	0	2	3
			<b>Total Credits (7 Courses)</b>				<b>22</b>
S.NO	BASKET	COURSE CODE	SEMESTER II	L	T	P	C
1	PC	QNT4113	Business Analytics for Managerial Decision Making	3	0	2	4
2	PC	GMM4112	Communication for Leaders	2	1	0	3
3	PC	MKT4112	Digital Marketing: Strategy, Tools and Trends	2	0	2	4
4	PC	FIN4112	Financial Modelling and Corporate Finance	2	1	2	4
5	PC	OBH4112	People, Performance and HR Strategy	2	1	0	3
6	STC1	MKT5112	Managing Sales Teams and Distribution Network	3	1	0	4
7	STC2	FIN5111	Investment and Portfolio Management	3	1	0	4
			<b>Total Credits (7 Courses)</b>				<b>26</b>
S.NO	BASKET	COURSE CODE	SEMESTER III	L	T	P	C
1	PC	GMM4113	Business Strategy and Corporate Transformation	2	1	0	3
2	PC	GMM4114	Business Law and Regulatory Compliance	3	0	0	3
3	STC1	MKT5111	Consumer Buying Behaviour	3	1	0	4
4	STC2	FIN5112	Fintech for Modern Finance	3	1	0	4
5	STE1		ST1- STE1	2	1	0	3
6	STE2		ST1- STE2	2	1	0	3
7	STE1		ST2- STE1	2	1	0	3
8	STE2		ST2- STE2	2	1	0	3
9	PR	INT7111	Summer Internship Project	-	-	-	4
			<b>Total Credits (9 Courses)</b>				<b>30</b>
S.NO	BASKET	COURSE CODE	SEMESTER IV	L	T	P	C
1	PC	GMM4115	Corporate Governance, Ethics and Social Responsibility	2	1	0	3

2	PC	GMM4116	Entrepreneurship and Innovation Management	1	0	4	3
3	STE1		ST1- STE1	2	1	0	3
4	STE2		ST1- STE2	2	1	0	3
5	STE1		ST2- STE1	2	1	0	3
6	STE2		ST2- STE2	2	1	0	3
7	PR	CRP7111	Capstone Research Project	-	-	-	6
			<b>Total Credits (7 Courses)</b>				<b>24</b>
<b>Grand Total</b>				<b>102 Credits</b>			



Rajanukunte, Yelahanka, Bengaluru 560 119