



PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi



School of Management

Department of Master of Business Administration (MBA)

CURRICULUM STRUCTURE

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

Program: Master of Business Administration

MBA. [Single Specialisation]

MBA [Digital Marketing]

2021-2023

Regulation No: PU/AC18.12/SOM12/MDM/2021-23

Resolution No. 18.12 of the 18th Meeting of the Academic Council held on 3rd August 2022, and ratified by the Board of Management in its 19th Meeting held on 4th August 2022



JULY-2022



I. Semester wise courses: MBA (Digital Marketing)

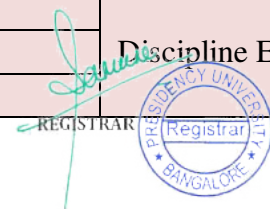
MBA (Digital Marketing)							
Sample Course Grid - Student Choice							
I SEMESTER							
S. No.	Course Type	COURSE CODE	COURSE NAME	CREDIT STRUCTURE			Basket wise Total
				L	P	CREDITS	
1	School Core	ENG1006	Communication Skills	1	2	2	School Core - 16
2	School Core	MBA1007	Business Statistics	1	0	4	
3	School Core	MBA1009	Micro Economics for Managers	2	0	2	
4	School Core	MBA1010	Principles of Management	3	0	3	
5	School Core	MBA1012	Data Analysis using Spread Sheets	1	2	2	
6	School Core	MBA2021	Fundamentals of Sales process- Physical & digital	2	0	2	
7	School Core	PPS1003	Personality Development - Basics	0	2	1	
8	Program Core	MBA1013	Leadership - Physical and Digital	3	0	3	Program Core - 9
9	Program Core	MBA1011	Financial Accounting for Managers	3	0	3	
10	Program Core	MBA1014	Fundamentals of Marketing	3	0	3	
TOTAL						25	

II SEMESTER							
S. No.	Course Type	COURSE CODE	COURSE NAME	CREDIT STRUCTURE			Basket wise Total
				L	T	CREDITS	

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1	School Core	MBA1008	Macro Economics for Managers	2	0	2	School Core - 9
2	School Core	MBA3002	Entrepreneurship and New Business Models	2	0	2	
3	School Core	MBA3003	Business Ethics & Corporate governance	2	0	2	
4	School Core	MBA3035	Contemporary Issues in Society	1	0	1	
5	School Core	PPS2005	Aptitude Training	0	4	2	
6	Program Core	MBA2020	Fundamentals of Business Analytics	2	0	2	Program Core - 18
7	Program Core	MBA2029	Strategic Marketing Management	3	0	3	
8	Program Core	MBA2024	Financial Management	4	0	4	
9	Program Core	MBA2027	Human Resource Management	3	0	3	
10	Program Core	MBA2032	Production and Operations Management	3	0	3	
11	Program Core	MBA2033	Business Research Methods	3	0	3	
12	Open Elective	MBA3026	OE1	3	0	3	Open Elective -3
TOTAL						30	

III SEMESTER							
S. No.	Course Type	COURSE CODE	COURSE NAME	CREDIT STRUCTURE			Basket wise Total
				L	T	CREDITS	
1	School Core	MBA3001	Business Law	3	0	3	School Core - 12
2	School Core	MBA3004	Summer Internship Project	0	0	5	
3	School Core	MBA3036	Contemporary Issues in Business	1	0	1	
4	School Core	PPS3003	Personality Development - Advanced	0	4	2	
5	Program Core	MBA3022	Corporate Strategy	3	0	3	Program Core - 3
6	Open Elective		OE2	3	0	3	Open Elective -3
7	Discipline Elective		Discipline Elective Course 1	3	0	3	Discipline Elective -14
8	Discipline Elective		Discipline Elective Course 2	3	0	3	
9	Discipline Elective		Discipline Elective Course 3	2	0	2	



10	Discipline Elective		Discipline Elective Course 4	3	0	3	
11	Discipline Elective		Discipline Elective Course 5	3	0	3	
TOTAL						31	

IV SEMESTER							
S. No.	Course Type	COURSE CODE	COURSE NAME	CREDIT STRUCTURE			Basket wise Total
				L	T	CREDITS	
1	Discipline Elective		Discipline Elective Course 6	2	0	2	Discipline Elective - 16
2	Discipline Elective		Discipline Elective Course 7	2	0	2	
3	Discipline Elective		Discipline Elective Course 8	2	0	2	
4	Discipline Elective		Discipline Elective Course 9	2	0	2	
5	Discipline Elective		Discipline Elective Course 10	2	0	2	
6	Discipline Elective		Discipline Elective Course 11	2	0	2	
7	Dissertation	MBA4046	Dissertation in the Chosen Discipline Elective	0	0	4	
TOTAL						16	
Grand Total						102 Credits	



Semester	SC	PC	DE	OE	Total
I	16	9	0	0	25
II	9	18	0	3	30
III	11	3	14	3	31



IV	0	0	16	0	16
Total	36	30	30	6	102

CBCS Course Grid for MBA (Digital Marketing)

Sl. No.	Course Code	Course Name	L	P	Credits	Type of Skill/Focus	Course Caters to	Pre-requisites/Co-requisites	Anti requisites	Future Courses in MBA that need this Course as a Prerequisite	List of POs to which Course Caters to							
											PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	
SCHOOL CORE - (All courses in this basket are mandatory) - Minimum Credits to be earned from this basket =					31													
1	ENG 1006	Communication Skills	1	2	2	S	HP	-		-	P					P		
2	MBA 1007	Business Statistics	4	0	4	F/EM		-		MBA2031, MBA2033, MBA3014, MBA3015, MBA3016, MBA3017, MBA3018, MBA3021, MBA4026			P		P			


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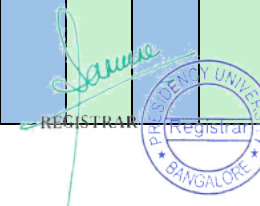
3	MBA 1008	Macro Economics for Managers	2	0	2	F/EN	HP	-		MBA3005, MBA3006, MBA2029		P	P		P		
4	MBA 1009	Micro Economics for Managers	2	0	2	F/EN	HP	-		MBA3005, MBA3006, MBA2029		P	P		P		
5	MBA 1010	Principles of Management	3	0	3	F/EM	HP	-		MBA2027, MBA3002, MBA3003, MBA3019, MBA3022	P	P					
6	MBA 1012	Data Analysis using Spread Sheets	1	2	2	EM,S		-		MBA2034, MBA3018, MBA3020, MBA4032			P	P	P		
7	MBA 2021	Fundamentals of Sales process-Physical & digital	2	0	2	F/EM	ES	-		MBA4019, MBA4025	P	P		P	P		
8	MBA 3004	Summer Internship Project	-	-	5	S,EM, EN		-		-		P	P	P	P		
9	MBA 3035	Contemporary Issues in Society	1	0	1	EM	ES	-		-		P	P	P			
10	MBA 3001	Business Law	3	0	3	EN,EM	GS,ES,HP	-		MBA4053			P			P	
11	MBA 3002	Entrepreneurship and New Business Models	2	0	2	EN	ES,HP	MBA1010		-	P		P	P		P	P
12	MBA 3003	Business Ethics & Corporate governance	2	0	2	EM,EN	HP,GS	MBA1010		-			P			P	
13	MBA 3036	Contemporary Issues in Business	1	0	1	EM	ES	-				P	P	P			
Soft Skills Basket (All courses in this basket are mandatory) -																	
Min. credits to be earned from this basket =						5											


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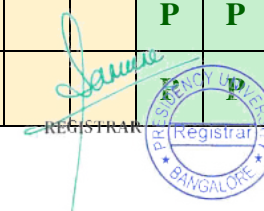

1	PPS1 003	Personality Development - Basics	0	2	1	S,EM	HP	-	-	-	P				P		
2	PPS2 005	Aptitude Training	0	4	2	S,EM		-	-	-	P				P		
3	PPS3 003	Personality Development - Advanced	0	4	2	S,EM	HP	-	-	-	P				P		
PROGRAM CORE - Minimum Credits to be earned from this basket =					30												
1	MBA 2020	Fundamentals of Business Analytics	2	0	2	F,S,E M,EN		MBA1012		MBA3016, MBA3017, MBA4007, MBA4018, MBA4033, MBA4034			P	P	P		P
2	MBA 1013	Leadership - Physical and Digital	3	0	3	EN,E N	ES,H P			MBA2028, MBA4016, MBA4017, MBA4044	P	P					
3	MBA 2029	Strategic Marketing Management	3	0	3	S,EM		-		MBA3017, MBA3018		P			P		
4	MBA 1011	Financial Accounting for Managers	3	0	3	F,EM, EN		-		MBA2024, MBA2025, MBA2026					P		
5	MBA 2024	Financial Management	4	0	4	F,EM, EN		MBA1015		MBA3007, MBA4002, MBA4003, MBA4004, MBA4008, MBA4009				P	P		
6	MBA 2027	Human Resource Management	3	0	3	F,EM, EN	GS,H P	MBA1010		MBA3008, MBA3009, MBA3010, MBA4012,	P	P	P			P	




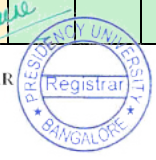
									MBA4013, MBA4014, MBA4015							
7	MBA 1014	Fundamentals of Marketing	3	0	3	EM,F	ES,H P	-	MBA2029, MBA2030, MBA3011, MBA3012, MBA3013, MBA3026, MBA3027, MBA3028, MBA3029, MBA3030, MBA4018, MBA4019, MBA4021, MBA4022, MBA4023, MBA4024, MBA4025, MBA4046, MBA4047, MBA4050, MBA4052, MBA4060	P			P	P		P
8	MBA 2032	Production and Operations Management	3	0	3	EM	ES,G S,HP	-	MBA3014, MBA3015, MBA3035, MBA4026, MBA4027, MBA4028, MBA4029, MBA4030,			P		P		P



										MBA4031, MBA4035, MBA4049, MBA4060, MBA4061, MBA4062, MBA4063, MBA4064, MBA4065							
9	MBA 2033	Business Research Methods	3	0	3	F,EM, EN		MBA1007		MBA4034, MBA4038			P	P	P		P
10	MBA 3022	Corporate Strategy	3	0	3	EM,E N	ES,G S	MBA1010		MBA4039	P	P	P	P			P
DISCIPLINE ELECTIVE - Minimum Credits to be earned from this basket			30														
<p>For MBA - Digital Marketing Specialitaion, a student has to earn a minimum of 18 credits in Digital Marketing basket electives.Dissertation has to be udertaken in the area of Digital Marketing only. The remaining 8 credits may be earned from any of the other specialisation baskets put together.</p>																	
Finance Basket (Min. credits to be earned for specialising in Finance) =																	
1	MBA 3005	Investment Management*	3	0	3	EN,E M		-		-				P	P		
2	MBA 3006	Financial Markets and Services*	3	0	3	EM,E N,F		-		MBA4005, MBA4006, MBA4045		P					
3	MBA 2025	Management Accounting	2	0	2	EM,E N,F		-		-				P	P		
4	MBA 2026	Cost Accounting	3	0	3	F,EN		MBA1015		-				P	P		



5	MBA 3007	Strategic Financial Management	3	0	3	EM,EN		MBA2024, MBA3005, MBA3006	-	P	P	P	P			
6	MBA 4002	Risk Analysis and Management	2	0	2	S,EM,EN		MBA2024, MBA3005, MBA3006			P	P	P	P		P
7	MBA 4003	International Finance	2	0	2	EM,EN		MBA2024, MBA3005, MBA3006			P			P		P
8	MBA 4004	Mergers, Acquisitions and Corporate Restructuring	2	0	2	EM,EN	ES	MBA2024, MBA3005, MBA3006			P	P	P	P	P	P
9	MBA 4005	Insurance and Risk Management	2	0	2	EM,EN	HP	MBA2024, MBA3005, MBA3006			P	P		P	P	
10	MBA 4006	Commercial Banking	2	0	2	EM	HP	MBA3005, MBA3006				P	P			
11	MBA 4007	Financial Analytics	2	0	2	S,EM	HP	MBA2024, MBA3005, MBA3006				P	P	P		P
12	MBA 4008	Derivative Contracts	2	0	2	S,EM,EN	ES	MBA2024, MBA3005, MBA3006			P	P		P	P	
13	MBA 4009	Green Finance	2	0	2	EM,EN	ES,HP	MBA2024, MBA3005, MBA3006					P		P	P
14	MBA 4057	Fintech	2	0	2	EM,EN	ES	MBA2024, MBA3005, MBA3006					P	P	P	P
15	MBA 4067	Tax Management	2	0	2	EM,EN	ES	MBA2024, MBA3005, MBA3006					P	P	P	P

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16	MBA 4074	Behavioural Finance	2	0	2	EM,EN	ES	MBA2024, MBA3005, MBA3006							P	P	P	P
Human Resources Basket (Min. credits to be earned for specialising in Human Resources) =																		
1	MBA 3008	Industrial Relations and Labor Laws*	3	0	3	EM,EN	GS,HP	MBA2027		-	P		P				P	
2	MBA 3009	Talent Management*	3	0	3	EM,EN	GS,HP,ES	MBA2027		-	P		P			P		
3	MBA 2028	Work Models - Physical and Digital	3	0	3	EN	ES,HP	MBA1016		-		P	P					
4	MBA 3010	HR Analytics	3	0	3	EM,EN,S	GS,HP,ES	MBA2027, MBA3008, MBA3009		-	P		P			P		
5	MBA 4011	HR Negotiations and Conflict Resolution	2	0	2	S,EM	GS,HP	MBA3008, MBA3009			P	P					P	P
6	MBA 4012	Performance Management	2	0	2	EM,EN	GS,HP	MBA2027, MBA3008, MBA3009			P	P				P	P	
7	MBA 4013	Compensation Management	2	0	2	EM,EN	GS,HP	MBA2027, MBA3008, MBA3009			P	P				P	P	
8	MBA 4014	Learning and Development	2	0	2	S,EM,EN	GS,HP	MBA2027, MBA3008, MBA3009			P	P	P					P
9	MBA 4015	International Human Resource Management	2	0	2	EM,S	ES,HP	MBA2027, MBA3008, MBA3009			P	P	P			P	P	P
10	MBA 4016	Organizational Development and Change	2	0	2	EM,EN	GS,HP	MBA1016, MBA3008, MBA3009			P	P						P

1 1	MBA 4077	Employee Training and E Learning	2	0	2	S,EM, EN	GS,H P	MBA1016, MBA3008, MBA3009				P						
1 2	MBA 4078	Teams Creativity and Decision Making	2	0	2	S,EM, EN	GS,H P	MBA1016, MBA3008, MBA3009				P						
1 3	MBA 4082	Management and Measurement of Performance	2	0	2	S,EM, EN	GS,H P	MBA1016, MBA3008, MBA3009				P						
1 4	MBA 4084	Workplace Wellbeing and Happiness	2	0	2	S,EM, EN	GS,H P	MBA1016, MBA3008, MBA3009				P						
1 5	MBA 4085	Psychology at Work	2	0	2	S,EM, EN	GS,H P	MBA1016, MBA3008, MBA3009				P						
1 6	MBA 4017	Stress Management and Counseling	2	0	2	S,EM, EN	GS,H P	MBA1016, MBA3008, MBA3009				P						
Marketing Basket - (Min. credits to be earned for specialising in Marketing) =																		
1	MBA 3011	Digital and Social Media Marketing	3	0	3	S,EM, EN	GS,H P	MBA1017, MBA3011, MBA3012, MBA2029		-		P		P	P		P	
2	MBA 3012	Sales and Retail Management	3	0	3	EM,E N	ES,H P	MBA1017, MBA3011, MBA3012, MBA2029		-		P				P	P	P
3	MBA 2030	Consumer Behaviour	3	0	3	EM	GS,E S,HP	MBA1017, MBA3011, MBA3012, MBA2029		MBA4020			P			P	P	

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4	MBA 3013	Customer Relationship Marketing	3	0	3	EM	HP	MBA1017, MBA3011, MBA3012, MBA2029	-				P		P		
5	MBA 4018	Marketing Analytics	2	0	2	S,EM,EN	ES	MBA1017, MBA2034, MBA3011, MBA3012, MBA2029						P	P		P
6	MBA 4019	Marketing of Services	2	0	2	EM,EN	ES	MBA2021, MBA1017, MBA3011, MBA3012, MBA2029					P	P	P		
7	MBA 4020	Marketing for Social Impact	2	0	2	EM	ES,HP	MBA2030, MBA3011, MBA3012, MBA2029					P			P	
8	MBA 4021	Integrated Marketing Communication	2	0	2	EM	GS,HP	MBA1017, MBA3011, MBA3012, MBA2029					P	P		P	P
9	MBA 4022	Product and Brand Management	2	0	2	EM,EN	ES	MBA1017, MBA3011, MBA3012, MBA2029					P	P		P	P
10	MBA 4023	Rural Marketing	2	0	2	EM,EN	ES	MBA1017, MBA3011, MBA3012, MBA2029					P	P	P		
11	MBA 4024	International Marketing	2	0	2	EM,EN		MBA1017, MBA3011,					P	P			P

								MBA3012, MBA2029									
1 2	MBA 4025	Green Marketing	2	0	2	EM,E N	ES	MBA2021, MBA1017, MBA3011, MBA3012, MBA2029					P	P			P
1 3	MBA 4076	Experiential Marketing	2	0	2	EM,E N	ES	MBA2021, MBA1017, MBA3011, MBA3012, MBA2029					P	P			P
1 4	MBA 2022	Consumer Behaviour and Practices	2	0	2	EM,E N	ES	MBA2021, MBA1017, MBA3011, MBA3012, MBA2029					P	P			P
1 5	MBA 4081	Marketing of Services - Concepts, Strategies & Cases	2	0	2	EM,E N	ES	MBA2021, MBA1017, MBA3011, MBA3012, MBA2029					P	P			P
1 6	MBA 4083	Product and Brand Mangement - Concepts and Insights	2	0	2	EM,E N	ES	MBA2021, MBA1017, MBA3011, MBA3012, MBA2029					P	P			P
1 7	MBA 4075	Customer Experience & Insights	2	0	2	EM,E N	ES	MBA2021, MBA1017, MBA3011, MBA3012, MBA2029					P	P			P


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Operations Basket - (Min. credits to be earned for specialising in Operations) =																	
1	MBA 2031	Total Quality Management*	3	0	3	EM	ES	MBA1007		-			P		P		P
2	MBA 3014	Project Management*	3	0	3	EM,EN	ES	MBA1007, MBA1011, MBA2032		For Profession	P	P	P		P		
3	MBA 3015	Operations Analytics	3	0	3	EM,S	ES	MBA1007, MBA2032, MBA2031, MBA3014		MBA4028, MBA4031	P			P	P		P
4	MBA 4026	Lean Six Sigma	2	0	2	EM,EN	ES	MBA1007, MBA2032, MBA2031, MBA3014				P	P		P	P	
5	MBA 4027	Lean Supply Chain Management	2	0	2	EM,EN	ES	MBA2032, MBA2031, MBA3014				P	P	P		P	P
6	MBA 4028	Service Operations Management	2	0	2	EM,EN	ES	MBA3015, MBA2032, MBA2031, MBA3014			P	P	P	P	P		
7	MBA 4029	Production Planning and Control	2	0	2	EM	ES	MBA2032, MBA2031, MBA3014					P	P	P		P
8	MBA 4030	Product Innovation and Development	2	0	2	EN,EM	ES	MBA2032, MBA2031, MBA3014				P	P				P
9	MBA 4079	Digital Operations Management	2	0	2	EM	ES	MBA2032, MBA3015, MBA2031, MBA3014			P	P	P		P		

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1 2	MBA 4069	Operations in Services - Insights and Applications	2	0	2	EM	ES	MBA2032, MBA3015, MBA2031, MBA3014			P	P	P		P		
1 1	MBA 3041	Global Integrated Supply Chain	3	0	3	EM	ES	MBA2032	-	MBA4 066				P		P	P
1 2	MBA 4031	Operations Strategy	2	0	2	EM	ES	MBA2032, MBA3015, MBA2031, MBA3014			P	P	P		P		
Digital Transformation Basket - (Min. credits to be earned for specialising in Digital Transformation) =																	
1	MBA 2023	Design Thinking for Business Innovation	3	0	3	S,EM, EN	ES,H P	-	DES2 001	MBA3023, MBA3024, MBA3025			P				P
2	MBA 3040	Management Information Systems	2	0	2			-									
3	MBA 3023	Digital Business Models*	3	0	3	EM,E N	ES	MBA2035		MBA4041, MBA4043		P	P	P			P
4	MBA 3024	Enabling Technologies	3	0	3	S,EM, EN	ES	MBA2035, MBA3023		MBA4042			P	P			P
5	MBA 3025	Intrapreneurship for Value creation	3	0	3	EN,E M	HP,E S	MBA2035, MBA3023		-	P	P		P			
6	MBA 4040	Business Strategy in Digital Age	2	0	2	EM,E N	ES	MBA3022, MBA2035, MBA3023				P	P			P	P
7	MBA 4041	Change Management	2	0	2	EM,E N	GS,H P	MBA2035, MBA3023			P	P				P	P



8	MBA 4042	Artificial Intelligence in Business	2	0	2	S,EM	ES	MBA3024, MBA2035, MBA3023					P			P	P
9	MBA 4043	Virtual and Augmented Reality in Business	2	0	2	S,EM, EN	ES	MBA2035, MBA3023					P			P	P
9	MBA 4044	Digital Leadership	2	0	2	EM,E N	ES	MBA1016, MBA2035, MBA3023			P	P			P		
1 0	MBA 4045	Digitalization in Finance	2	0	2	EM,E N,S	ES	MBA3006, MBA2035, MBA3023				P	P		P		P
Business Analytics Basket - (Min. credits to be earned for specialising in Business Analytics) =																	
1	MBA 3016	Applied Business Analytics*	3	0	3	S,EM, EN		MBA1007, MBA2034, MBA3016, MBA3017		MBA4037			P	P	P		P
2	MBA 3017	Business Forecasting*	3	0	3	EM,S		MBA1007, MBA2022, MBA2034, MBA3016, MBA3017		MBA4039, MBA4035			P	P	P		P
3	MBA 3018	Predictive Analytics	3	0	3	EM,S		MBA1007, MBA1012, MBA2022, MBA2034, MBA3016, MBA3017		MBA4036, MBA4039			P	P	P		P
4	MBA 3019	Data Mining and Business Intelligence	3	0	3	EM,E N	ES,G S	MBA1010, MBA2034, MBA3016, MBA3017		MBA4039		P		P	P		P

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5	MBA 3020	Legal and Ethicsl Aspects of Business Analytics	2	0	2	EM,EN	GS,ES,HP	MBA1012, MBA2034, MBA3016, MBA3017	-				P	P	P	P	P
6	MBA 3021	Optimization Techniques	3	0	3	EM		MBA1007, MBA2034, MBA3016, MBA3017	-				P	P	P	P	
7	MBA 4032	Advanced Excel for Business Analytics	2	0	2	S,EM		MBA1012, MBA2034, MBA3016, MBA3017						P	P	P	P
8	MBA 4033	Data Visualization	2	0	2	S,EM,EN		MBA2034, MBA3016, MBA3017								P	P
9	MBA 4034	Business Intelligence with Power BI	2	0	2	S,EM		MBA2033, MBA2034, MBA3016, MBA3017					P	P		P	P
10	MBA 4035	Supply Chain Analytics	2	0	2	S,EM		MBA2032, MBA2034, MBA3016, MBA3017						P		P	P
11	MBA 4036	Text Mining	2	0	2	S,EM		MBA3018, MBA2034, MBA3016, MBA3017								P	P
12	MBA 4037	Business Strategies with Analytics	2	0	2	S,EM	ES	MBA2034, MBA3016, MBA3017					P	P		P	P
13	MBA 4038	Statistics for Analytics	2	0	2	EM		MBA2033, MBA2034,						P		P	P

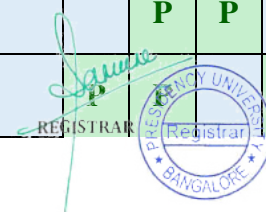
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								MBA3016, MBA3017										
1 4	MBA 4080	Blockchain in Business	2	0	2	S,EM	ES	MBA3017, MBA3018, MBA3019, MBA2034, MBA3016						P	P	P		P
1 5	MBA 4086	Programming for Analytics	2	0	2	S,EM	ES	MBA3017, MBA3018, MBA3019, MBA2034, MBA3016						P	P	P		P
1 6	MBA 4039	Data Analytics using Cloud Technology	2	0	2	S,EM	ES	MBA3017, MBA3018, MBA3019, MBA2034, MBA3016						P	P	P		P


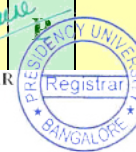
Digital Marketing Basket - Min. credits to be earned =

1	MBA 3026	Digital Marketing Strategy	3	0	3	EM,S	HP	MBA1017, MBA2029			MBA4 046, MBA4 050				P		P	P
2	MBA 3027	Social Media Marketing	3	0	3	EM,S	GS,H P	MBA1017							P		P	P
3	MBA 3028	E Mail Campaigning and Affiliate Marketing	3	0	3	EM,S		MBA1017						P	P	P		P
4	MBA 3029	Search Engine Optimization	3	0	3	EM,E N,S		MBA1017						P	P	P		P
5	MBA 3030	Mobile Marketing	3	0	3	EM,E N,S		MBA1017, MBA2029						P	P	P		P

6	MBA 4068	Content Marketing	2	0	2	S,EM	GS	MBA1017, MBA3026					P		P	P	P	P
7	MBA 4047	Web Design Using Wordpress	2	0	2	S,EM		MBA1017					P		P	P	P	P
8	MBA 4048	Website Data Analytics	2	0	2	S,EM		MBA2034							P	P		P
9	MBA 4049	Digital Project Management Tools	2	0	2	S,EM, EN	ES	MBA2032					P	P		P	P	
10	MBA 4050	Digital Marketing Automation	2	0	2	EM,EN	ES	MBA1017, MBA3026					P			P		P
11	MBA 4051	Digital Startups	2	0	2	EN	ES	MBA2035							P		P	P
12	MBA 4052	Digital Consumer Behaviour	2	0	2	EM,EN		MBA1017					P	P		P		
13	MBA 4053	Digital Display Advertising	2	0	2	EM,EN		MBA1017					P	P		P		
14	MBA 4054	Search Engine Marketing	2	0	2	EM,EN		MBA1017					P	P		P		
15	MBA 4087	Influencer Marketing	2	0	2	EM,EN		MBA1017					P	P		P		
E-Business Management Basket - Min. credits to be earned =																		
1	MBA 3031	Cost and Revenue Management	3	0	3	EM		MBA1015	-				P	P		P		
2	MBA 3032	Service Operations Management	3	0	3	EM	ES	MBA2032	-				P	P		P	P	
3	MBA 3033	Digital Product Management	3	0	3	EM,EN	ES	MBA1017	-				P	P		P		P
4	MBA 3034	E Commerce Supply Chain and Logistics Management	3	0	3	EM,EN	ES	MBA2032	-				P		P		P	P



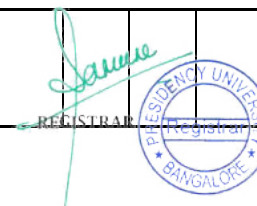
5	MBA 4071	Cyber Law and Security	2	0	2	EM,EN	GS,ES,HP	MBA3001				P				P	P	
6	MBA 4072	E Commerce Strategy	2	0	2	EM,EN	ES	MBA2029				P	P	P	P			
7	MBA 4055	E Commerce Business Models	2	0	2	EM,EN	ES	MBA2035				P	P	P		P	P	
8	MBA 4056	E Commerce Infrastructure	2	0	2	EM,EN	ES	MBA2035				P	P	P	P			
9	MBA 4057	Fintech	2	0	2	EM,EN	ES	MBA1015				P	P	P	P		P	P
10	MBA 4058	Healthtech	2	0	2	EM,EN	S	-				P	P	P	P		P	P
11	MBA 4059	Edutech	2	0	2	EM,EN	ES	-				P	P	P	P		P	P
Logistics and Supply Chain Management Basket																		
- Min. credits to be earned =																		
1	MBA 3035	Global Integrated Supply Chain	3	0	3	EM	ES	MBA2032	-	MBA4 066			P			P		P
2	MBA 3036	Distribution and Channel Development	3	0	3	EM	ES	MBA2032	-	MBA4 061, MBA4 063, MBA4 065			P	P	P	P		
3	MBA 3043	Warehousing and Inventory Management	3	0	3	EM,EN	ES	MBA2032	-	MBA4 062			P	P	P	P		
4	MBA 3044	Operations Research	3	0	3	S,EM		MBA1011	MEC2002				P	P	P	P		
5	MBA 4060	Logistics Fundamentals	2	0	2	EM,EN	ES	MBA1017, MBA2032									P	


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6	MBA 4061	Technology Enabled Supply Chain	2	0	2	EM,EN	ES	MBA2032, MBA3036					P	P	P	P		
7	MBA 4062	Planning for Logistics	2	0	2	EM,EN	ES	MBA2032, MBA3037					P	P	P	P	P	
8	MBA 4063	Supply Chain Modelling and Design	2	0	2	S,EM	ES	MBA2032, MBA3036					P	P	P	P	P	P
9	MBA 4064	Strategic Supply Chain Management	2	0	2	EM	ES	MBA2032					P	P	P	P	P	
10	MBA 4065	International Supply Chain Management	2	0	2	EM,EN	ES	MBA2032, MBA3001, MBA3036					P	P	P	P	P	
11	MBA 4066	Maritime Logistics	2	0	2	EM,EN	ES	MBA2029, MBA3035					P	P		P		
Dissertation/Field Immersion/ ELECTIVE - Minimum Credits to be earned from this basket =					4													
1	MBA 4046	Dissertation in the chosen Discipline Elective	0	0	4													
2	MBA 4073	Field Immersion Study	0	0	4													
3	MBA 4070	Business Plan	0	0	4													
OPEN ELECTIVE - Minimum Credits to be earned from this basket =					6													
1	CIV4 027	Sustainable Smart Cities	3	0	3			-										
2	CIV4 028	Systems Design for Sustainability	3	0	3			-										
3	CIV4 029	Self-Sustainable Buildings	3	0	3			-										

4	CIV4 030	Energy and Buildings	3	0	3			-		-						
1	LAW 4001	International Trade Law	3	0	3			-		-						
2	LAW 4002	Law relating to Business Establishment	3	0	3			-		-						
3	LAW 4003	Data Protection Law	3	0	3			-		-						
4	LAW 4004	Law Relating to Consumer Protection	3	0	3			-		-						
5	LAW 4005	Law Relating to Infrastructure Projects	3	0	3			-		-						
1	CSE4 116	Programming Methodologies using Java	3	0	3			-		-						
2	CSE4 110	Human Computer Interaction	3	0	3			-		-						
3	CSE4 118	IOT Applications	3	0	3			-		-						
4	CSE4 119	Programming Essentials in Python	3	0	3			-		-						
1	ECE4 021	Wearable Computing	3	0	3			-		-						
2	ECE4 022	MEMS and Nanotechnology	3	0	3			-		-						
3	ECE4 023	Advanced Computer Networks	3	0	3			-		-						
4	ECE4 024	Pervasive Computing	3	0	3			-		-						
1	MEC 3115	Optimization Techniques	3	0	3			-		-						
2	MEC 3116	Industry 4.0	3	0	3			-		-						

3	MEC 3117	Six Sigma for Professionals	3	0	3			-		-							
4	MEC 3118	Design for Internet of Things	3	0	3			-		-							
1	MBA 3042	Innovation & Business Incubation	3	0	3			-		-							
2	MBA 3037	Personal Wealth Management	3	0	3		HP	-		-							
3	MBA 3038	Team Dynamics	3	0	3		GS,HP	-		-							
4	MBA 3039	Market Research	3	0	3			-		-							
5	MBA 2023	Design Thinking for Business Innovation	3	0	3	S,EM,EN	ES,HP	-		MBA3023, MBA3024, MBA3025			P				P
6	MBA 3046	Game Theory in Business	3	0	3	S,EM,EN	ES,HP	-		MBA3023, MBA3024			P				P
7	MBA 3047	Data Story Telling	3	0	3	S,EM,EN	ES,HP	-		MBA3023, MBA3025			P				P
8	MBA 3048	Environmental Sustainability and Value Creation	3	0	3	S,EM,EN	ES,HP	-		MBA3023			P				P
9	MBA 3049	Industry 4.0	3	0	3	S,EM,EN	ES,HP	-		MBA3024			P				P
1	RES3 001	Research Methodology	3	0	3	S	ES/HP	-		-							
Research Project (Students are required to carry out research work under the guidance of a faculty member/ research scholar and the same shall be evaluated and credit will be granted as per the academic regulations)																	
1	URE4 001	University Research Experience	-	-	3	EM	ES/HP	-		-							



Apart from the above list, the student is free to enroll for any course offered by any school and earn credits for Open elective provided the student has not completed an antirequisite and the student fulfills the prerequisite if any for the course he wishes to enroll

Total Credits	102
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108	89	106	81	170	92	105
45%	37%	44%	34%	71%	38%	44%

Type of Courses	No. of Courses	Credits	Level of Course				Type of Skill				Course Caters to			Course Credits				
			First Level	Second Level	Third Level	Fourth Level	Foundation	Skill Development	Employability	Entrepreneurship	Gender Sensitization	Environment and sustainability	Human values and Professional Ethics	1 Credit	2 Credits	3 Credits	4 Credits	



Theory Based Courses	227	558	88	127	78	84	60	90	156	103	36	80	82	5	115	105	2
Lab Based Courses	2	2	2	1	0	0	0	2	0	0	0	0	0	2	0	0	0
Theory and Lab Embedded Courses	12	29	9	6	6	5	4	10	8	5	2	6	4	1	8	9	0
Grand Total	241	589	99	134	84	89	64	102	164	108	38	86	86	8	123	114	2

Type of Skill
F - Foundation
S - Skill Development
EM - Employability
EN - Entrepreneurship


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Course Caters to
GS - Gender Sensitization
HP - Human values and Professional Ethics

Program Outcomes (Capabilities to be achieved by the students at the end of the program period)
PO1: An ability to lead themselves and others to achieve organizational goals contributing effectively to a team environment.
PO2: An ability to integrate functional knowledge and apply managerial skills in changing business environment
PO3: An ability to identify real life problems in different management functions and solve them through strategic planning, critical thinking and innovation.
PO4: An ability to identify and evaluate business ideas and opportunities.
PO5: An ability to make data driven decisions and effectively communicate to different stakeholders.
PO6: An ability to evaluate and integrate ethical and societal considerations when making business decisions.
PO7: An ability to demonstrate commitment to continuous learning.

