

MBA – Marketing Specialization
With Effect from April 2023



SEMESTER I			SEMESTER II		
		Credits			Credits
MBPM 101	Principles of Management	3	MBMM 201	Marketing Management	3
MBCG 106	Business Communication - I	3	MBCF 202	Financial Management	3
MBCI 105	Computer Application in Management	3	MBHR 203	Human Resource Management	3
MBAI 108	Data Analysis and Interpretation	2	MBRM 205	Research Methodology	3
MBMS 103	Business Mathematics and Statistics	2	MBCG 206	Business Communication - II	3
MBCF 101	Accounting for Business Management	3	MBCQ 207	Operations and Supply Chain Management	1
MBCE 104	Economic Analysis for Business Decisions	2	MBER 215	Business Analytics	2
MBCH 102	Organizational Behavior	2	MBRS 212	Sales and Distribution Management	3
MBEE 104	Environment and Ecology	3	MBCM 213	Consumer Behavior and Market Research	3
MBPJ 101	Project Management	3	MBMC 204	Integrated Marketing Communication	2
SCOU 101 SCOU 102 SCOU 103 SUDM 101	Sustainability Courses* [Online, Self-Paced]	4	SCOU 201 SCOU 202	Sustainability Courses* [Online, Self-Paced]	4
TOTAL		30	TOTAL		30
INTERNSHIP TERM					
					Credits
INFO 303	Internship (4-6 weeks)				2
SEMESTER III			SEMESTER IV		
		Credits			Credits
MBSP 301	Strategic Management	4	MBAP 401	Capstone Project in Marketing	6
MBED 302	Entrepreneurial Development	4	MBAI 402	Industrial Internship (18-24 weeks)	12
MBCR 311	Customer Relationship Marketing	3	MBAL 411	(Practical) Destination Branding in India OR Marketing of High-Technology Products	6
MBAB 312	Brand Management	3	SCOU 401 SUDM 401	Sustainability Courses* [Online, Self-Paced]	3
MBRM 313	Retail Management	3			
MBSI 314	Sustainable Marketing	3			
MBWH 315	International Marketing	3			
MBDA 316	Digital Marketing and Analytics	3			
SCOU 301 SUDM 301	Sustainability Courses* [Online, Self-Paced]	3			
TOTAL		29	TOTAL		27
TOTAL CREDIT POINTS FOR MBA (Marketing) = 118					
Includes: Total Credit Points for Sustainability Courses = 14					

*** SUSTAINABILITY COURSES**

SEMESTER I		SEMESTER II		
		Credits	Credits	
SCOU 101	The ABC of Sustainability [Coursera (Self-Paced)] https://www.coursera.org/learn/abc-sustainability	1	SCOU 201 Circular Economy - Sustainable Materials Management [Coursera (Self-Paced)] https://www.coursera.org/learn/circular-economy	2
SCOU 102	Driving Business towards the Sustainable Development Goals [Coursera (Self-Paced)] https://www.coursera.org/learn/sdgbusiness	1	SCOU 202 Valuing Nature and People to Inform Business Decision-Making [Coursera (Self-Paced)] https://www.coursera.org/learn/valuing-nature-and-people-to-inform-business-decision-making	2
SCOU 103	Environmental Management & Ethics [Coursera (Self-Paced)] https://www.coursera.org/learn/environmental-management-ethics	1		
SUDM 101	What is Circular Economy & How Does It Work? [Udemy (Self-Paced)] https://www.udemy.com/course/what-is-circular-economy-how-does-it-work/	1		
TOTAL		4	TOTAL	4
SEMESTER III		SEMESTER IV		
		Credits	Credits	
SCOU 301	Becoming a Changemaker: Introduction to Social Innovation [Coursera (Self-Paced)] https://www.coursera.org/learn/social-innovation	2	SCOU 401 Managing Responsibly: Practicing Sustainability, Responsibility and Ethics [Coursera (Self-Paced)] https://www.coursera.org/learn/responsible-management	2
SUDM 301	Social Entrepreneurship Fundamentals [Udemy (Self-Paced)] https://www.udemy.com/course/social-entrepreneurship-fundamentals/	1	SUDM 401 Diversity for Dummies: Making Multiculturalism Work [Udemy (Self-Paced)] https://www.udemy.com/course/diversity-for-dummies-making-multiculturalism-work/	1
TOTAL		3	TOTAL	3
TOTAL CREDIT POINTS FOR SUSTAINABILITY COURSES = 14				