

# Online MBA in Advertising and Branding

## Syllabus

- **Semester 1**

- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human Resources Management
- Quantitative Techniques and Analytics

- **Semester 2**

- Entrepreneurship
- Marketing Management and Research
- Branding Fundamentals
- Building Brand Identity
- Designing Branding Elements

- **Semester 3**

- Business Environment and Strategy
- Operations Management
- Creating Effective Advertisements
- Offline Advertising
- Online Advertising
- Open Elective Course

- **Semester 4**

- Effective Copywriting
- Managing Brand Reputation
- Luxury Branding
- International Branding
- Cross-functional Elective Course
- Master Thesis / Project\*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Banking And Finance

## Elective

### Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Introduction to Banking
  - Banking Operations and Activities
  - Banking Transactions and Services
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Anti-Money Laundering
  - KYC in Banking
  - Customer Service and Banking Codes and Standards
  - Open Elective Course
- **Semester 4**
  - Cyber Crimes and Fraud Management
  - Non-Banking Financial Companies
  - Ethics and Customer Service
  - Retail Banking Products
  - Cross-functional Elective Course
  - Master Thesis / Project \*

Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4



# Online MBA in Business Intelligence and AI

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Analytics Language for Managers \*
  - DBMS for Managers \*
  - Mathematical Foundation for Machine Learning
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Data Analytics and Storytelling using Tableau and Excel\*
  - Machine Learning & AI\*
  - Introduction to Deep Learning\*
  - Open Elective Course
- **Semester 4**
  - NLP Fundamentals for AI\*
  - Artificial Intelligence and Deep Learning\*
  - Analytics in Industry- Ecommerce, Healthcare and BFSI\*
  - Application of AI-Speech, Text and Image Processing\*
  - Cross-Functional Elective Course
  - Master Thesis / Project \*\*

### **Note:**

\* Courses which include Practicals (Lab Programs and Exercise)

\* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4



# Online MBA in Business Intelligence and Analytics

## Syllabus

- **Semester 1**

- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human Resources Management
- Quantitative Techniques and Analytics

- **Semester 2**

- Entrepreneurship
- Marketing Management and Research
- Analytics Language for Managers\*
- DBMS for Managers\*
- Mathematical Foundation for Machine Learning

- **Semester 3**

- Business Environment and Strategy
- Operations Management
- Introduction to Business Intelligence\*
- Data Warehousing\*
- Data Mining for Intelligence\*
- Open Elective Course

- **Semester 4**

- Analytics in Management\*
- Web Data Extraction and Analytics\*
- Anomaly Detection Techniques\*
- BI Reporting for Managers\*
- Cross-functional Elective Course
- Master Thesis / Project\*\*

# Online MBA in Data Science and Analytics

## Syllabus

- **Semester 1**

- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human Resources Management
- Quantitative Techniques and Analytics

- **Semester 2**

- Entrepreneurship
- Marketing Management and Research
- Python for Data Science\*
- Statistics for Decision Making
- Business Analytics

- **Semester 3**

- Business Environment and Strategy
- Operations Management
- Data Visualization\*
- SQL for Data Science\*
- Predictive Analytics using Machine Learning\*
- Open Elective Course

- **Semester 4**

- Data Mining\*
- Text Mining\*
- AI for Business
- Web and Social Media Analytics
- Cross-Functional Elective Course
- Master Thesis / Project \*\*

\* Courses which include Practicals (Lab Programs and Exercise)

\*\* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4



# Online MBA in Digital Marketing and E-commerce

## Syllabus

- **Semester 1**

- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human Resources Management
- Quantitative Techniques and Analytics

- **Semester 2**

- Entrepreneurship
- Marketing Management and Research
- Digital Marketing and E-Commerce Fundamentals
- Inbound Marketing: Content and Search Marketing
- Services Marketing and CRM

- **Semester 3**

- Business Environment and Strategy
- Operations Management
- Growth Marketing
- Outbound Marketing: Digital Ads and Social Media Marketing
- Brand Management for E-Commerce
- Open Elective Course

- **Semester 4**

- Web & Social Media Analytics
- Digital Product Management
- Marketing Analytics
- Integrated Marketing Strategy
- Cross-Functional Elective - Analytical Problem Solving for Business
- Master Thesis / Project\*

\*Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4



# Online MBA in Entrepreneurship and Leadership

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Entrepreneurial Finance
  - Business Communication Strategies
  - Spreadsheet Modelling
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Launching and Managing an Enterprise
  - Effective Leadership
  - Business Plans and Lean Startup Practices
  - Open Elective Course - IPR and Legal Aspects
- **Semester 4**
  - Corporate Strategy, CSR and Governance
  - Social Entrepreneurship and Corporate Entrepreneurship
  - MSME and Family Managed Business
  - Innovation and Change Management
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**

# Online MBA in Finance and Marketing

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Investment Analysis and Portfolio Management
  - Banking, Financial Services and Insurance
  - Supply Chain Management
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Integrated Marketing Communications
  - Financial Services Marketing
  - Financial Analytics
  - Open Elective Course
- **Semester 4**
  - B2B Marketing
  - Retail Marketing and Brand Management
  - Fintech: Foundations and Applications
  - Wealth Management and Behavioral Finance
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Finance

## Syllabus

- **Semester 1**

- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human Resources Management
- Quantitative Techniques and Analytics

- **Semester 2**

- Entrepreneurship
- Marketing Management and Research
- Direct and Indirect Taxes
- Investment Analysis and Portfolio Management
- Banking, Financial Services and Insurance

- **Semester 3**

- Business Environment and Strategy
- Operations Management
- Fixed Income Securities and Derivatives
- Valuation and Investment Banking
- Project Appraisal and Finance
- Open Elective Course

- **Semester 4**

- International Finance
- Fintech: Foundations and Applications
- Wealth Management and Behavioral Finance
- Financial Modeling and Analytics
- Cross-Functional Elective Course
- Master Thesis / Project\*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in General Management

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Consumer Behavior
  - Talent Acquisition and Management
  - Banking, Financial Services and Insurance
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Integrated Marketing Communications
  - Employee Reward Management
  - Investment Analysis and Portfolio Management
  - Open Elective Course
- **Semester 4**
  - Retail Marketing and Brand Management
  - Digital Marketing and Data Analytics
  - Organization Development and Change Management
  - Wealth Management and Behavioral Finance
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**

# Online MBA in Healthcare Management

## Syllabus

- **Semester 1**

- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human Resources Management
- Quantitative Techniques and Analytics

- **Semester 2**

- Entrepreneurship
- Marketing Management and Research
- Healthcare Quality Management
- Risk and Disaster Management
- Patient Care Management

- **Semester 3**

- Business Environment and Strategy
- Operations Management
- Supply Chain and Material Management in Healthcare
- Medical Record Management
- Planning of Healthcare Services
- Open Elective Course

- **Semester 4**

- Healthcare Information Technology
- Healthcare Insurance
- Healthcare Laws
- Medical Tourism
- Cross-Functional Elective Course
- Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Human Resource Management and Finance

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Investment Analysis and Portfolio Management
  - Banking, Financial Services and Insurance
  - Talent Acquisition and Management
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Direct Tax
  - Employee Reward Management
  - Performance Management System
  - Open Elective Course
- **Semester 4**
  - Strategic Human Resource Management
  - Organization Development and Change Management
  - Fintech: Foundations and Applications
  - Wealth Management and Behavioral Finance
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Human Resource Management

## Syllabus

- **Semester 1**

- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human Resources Management
- Quantitative Techniques and Analytics

- **Semester 2**

- Entrepreneurship
- Marketing Management and Research
- Talent Acquisition and Management
- Learning and Development
- Industrial Relations and Labor Laws

- **Semester 3**

- Business Environment and Strategy
- Operations Management
- Human Resource Metrics and Analytics
- Employee Reward Management
- Performance Management System
- Open Elective Course

- **Semester 4**

- International Human Resource Management
- Strategic Human Resource Management
- Organization Development and Change Management
- Leadership in Practice
- Cross-Functional Elective Course
- Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Information Technology Management

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Database Management System
  - Information System Management
  - Enterprise Resource Planning
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Technology Management
  - Software Engineering
  - IT Project Management
  - Open Elective
- **Semester 4**
  - Business Intelligence Technologies
  - Innovation and Digital Transformation
  - e-Business Technologies
  - IT Privacy and Security
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in International Finance

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Corporate and Business Law (ACCA)
  - Taxation (ACCA)
  - Performance Management (ACCA)
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Financial Reporting (ACCA)
  - Audit and Assurance (ACCA)
  - Financial Management (ACCA)
  - Open Elective Course- Strategic Business Leadership (ACCA)
- **Semester 4**
  - Analytics for Finance
  - Financial Markets
  - Advanced Financial Management (ACCA)
  - Advanced Performance Management (ACCA)
  - Cross-Functional Elective Course- Strategic Business Reporting (ACCA)
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Logistics and Supply Chain Management

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - LSCM Business Environment
  - Business Regulations for LSCM
  - Logistics and Supply Chain Management
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Managing Risk for LSCM
  - LSCM Efficiency
  - Sustainable LSCM
  - Open Elective Course
- **Semester 4**
  - Strategic Supply Chain Management
  - LSC Management and Leadership
  - LSCM Diligence
  - Project and Relationship Management
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Marketing

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Consumer Behavior
  - Supply Chain Management
  - Sales and Distribution Management
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Agricultural and Rural Marketing
  - Integrated Marketing Communications
  - Marketing of Services and CRM
  - Open Elective Course
- **Semester 4**
  - Global Marketing
  - B2B Marketing
  - Retail Marketing and Brand Management
  - Digital Marketing and Data Analytics
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**

# Online MBA in Project Management

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Introduction to Sub-Systems of Project Management
  - Project Selection and Portfolio Management
  - Market and Technical Analysis
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Project Time and Cost Management
  - Lean and Six Sigma
  - Project Finance and Investment Criteria
  - Open Elective Course
- **Semester 4**
  - Strategic Sourcing and Inventory Management
  - Project Monitoring and Information Systems
  - Project Risk Management
  - Project Team Building, Evaluation and Control
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Strategic Finance

## Syllabus

- **Semester 1**

- Principles of Economics and Markets
- Managerial Effectiveness and Ethics
- Accounting and Finance
- Organizational Behavior and Human Resources Management
- Quantitative Techniques and Analytics

- **Semester 2**

- Entrepreneurship
- Marketing Management and Research
- Advanced Financial Accounting and Reporting - I
- Management Accounting
- International Auditing - I

- **Semester 3**

- Business Environment and Strategy
- Operations Management
- Advanced Financial Accounting and Reporting - II
- International Taxation - I
- Advanced Economics
- Open Elective Course

- **Semester 4**

- International Auditing - II
- International Taxation - II
- Strategic Financial Management
- Business Law
- Cross-Functional Elective Course
- Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**

# Online MBA in Strategy and Leadership

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Digital Transformation
  - Competitive Strategy
  - Strategic Problem Solving
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Strategic Project Management
  - Leadership, Strategy and People Management
  - Negotiation
  - Open Elective Course
- **Semester 4**
  - Strategic Management
  - Global Strategy
  - Executive Leadership
  - Change Management
  - Cross-functional Elective Course
  - Master Thesis / Project

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Marketing and Human Resource Management

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Talent Acquisition and Management
  - Learning and Development
  - Consumer Behavior
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Employee Reward Management
  - Integrated Marketing Communications
  - Marketing of Services and CRM
  - Open Elective Course
- **Semester 4**
  - Strategic Human Resource Management
  - Organization Development and Change Management
  - Retail Marketing and Brand Management
  - Digital Marketing and Data Analytics
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**



# Online MBA in Systems and Operations Management

## Syllabus

- **Semester 1**
  - Principles of Economics and Markets
  - Managerial Effectiveness and Ethics
  - Accounting and Finance
  - Organizational Behavior and Human Resources Management
  - Quantitative Techniques and Analytics
- **Semester 2**
  - Entrepreneurship
  - Marketing Management and Research
  - Enterprise Resource Planning
  - Business Intelligence and Applications
  - Service Operations Management
- **Semester 3**
  - Business Environment and Strategy
  - Operations Management
  - Information Technologies in SCM
  - Total Quality Management
  - Lean and Six Sigma
  - Open Elective Course
- **Semester 4**
  - Data Mining and Visualization
  - e-Business Technologies
  - Strategic Sourcing and Inventory Management
  - Strategic Operations Management
  - Cross-Functional Elective Course
  - Master Thesis / Project \*

**Note: \* Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4**