



School of Entrepreneurship & Management

M.B.A. (Marketing Management)

Semester – I

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	MBMM 1611	Foundations of Management & Organizational Behavior	4	0	0	4	4
2.	MBMM 1612	Managerial Economics	4	0	0	4	4
3.	MBMM 1613	Financial Reporting & Performance Analysis	3	1	0	4	4
4.	MBMM 1614	Legal & Business Environment	4	0	0	4	4
5.	MBMM 1615	Quantitative Techniques for Managers	3	1	0	4	4
6.	MBMM 1616	Business Communication	1	0	1	3	2
7.	MBMM 1617	Business Research Methods	3	1	0	4	4
8.	MBMM 1618	Computer Applications for Business	0	0	1	3	2
TOTAL			22	3	2	29	27

Semester – II

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	MBMM 1621	Human Resource Management	4	0	0	4	4
2.	MBMM 1622	Financial Management	3	1	0	4	4
3.	MBMM 1623	Marketing Management	4	0	0	4	4
4.	MBMM 1624	Operations Management	4	0	0	4	4
5.	MBMM 1625	Entrepreneurship Development	3	0	0	3	3
6.	MBMM 1626	Corporate Strategy	4	0	0	4	4
7.	MBMM 1627	Analytics for Business Decision making	2	0	1	4	3
8.	MBMM 2621	Managerial Skills for Effectiveness	0	0	1	2	1
TOTAL			24	1	2	29	27

Semester – III

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	MBMM 1631	Consumer Behavior	4	0	0	4	4
2.	MBMM 1632	Marketing Research	4	0	0	4	4
3.	MBMM 1633	Industrial Marketing	4	0	0	4	4
4.	MBMM 1634	Retail Marketing	4	0	0	4	4
5.	MBMM 1635	Logistics & Supply Chain Management	4	0	0	4	4
6.	MBMM 1636	Rural Marketing	4	0	0	4	4
7.	MBMM 1637	Services Marketing	4	0	0	4	4
TOTAL			28	0	0	28	28

Semester – IV

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	MBMM 1641	Advertising & Sales Promotion	4	0	0	4	4
2.	MBMM 1642	Customer Relationship Management	4	0	0	4	4
3.	MBMM 1643	Global Marketing	4	0	0	4	4
4.	MBMM 5621	Project Work & Viva-Voce					8
TOTAL			12	0	0	12	20

Total No. of Credits: 102