

MBA 1ST SEMESTER

SEMESTE 1							
Sl. No.	Type	Course No.	Course Name	L	T	P	Credits
CORETHEORY							
1	PC	PMA1001	Managerial Economics	3	1	0	4
2	PC	PMA1002	Legal and Business Environment	3	1	0	4
3	PC	PMA1003	Indian Ethos and Business Ethics	3	1	0	4
4	PC	PMA1004	Financial Accounting, Reporting and Statement Analysis	3	1	0	4
5	PC	PMA1005	Organization behavior	3	1	0	4
6	BS	PMT1001	Quantitative Techniques for Managers	3	1	0	4
							24
PRACTICAL							
7	MC	PMA1101	Computer Applications and E-business Fundamentals Lab	0	0	2	1
SESSIONAL							
8		PMA1201	Business Communication Practice	1	0	0	1
9		PMA1202	Foreign Language (French)	1	0	0	1
10		PMA1203	Corporate Grooming for Managers	1	0	0	1
MANDATORY NON CGPA COURSES							
11		PMA1204	Seminar & Presentation	0	1	0	0
12		PMA1205	Skill X	0	1	0	0
TOTAL				19	6	4	28

MBA 2ND SEMESTER

Sr. No.	COURSE CODE	SUBJECT	PERIODS			CREDIT
			L	T	P	
CORE SUBJECTS						
1	PMA2001	INDIAN ECONOMY & POLICY	3	1	0	4
2	PMA2008	MANAGEMENT AND COST ACCOUNTING	3	1	0	4
3	PMA2003	MARKETING MANAGEMENT	3	1	0	4
4	PMA2004	HUMAN RESOURCE MANAGEMENT	3	1	0	4
5	PMA2005	ENTREPRENEURSHIP	3	1	0	4
6	PMA2006	RESEARCH METHODOLOGY				4
7	PMT2003	OPERATIONS RESEARCH	3	1	0	4
		TOTAL				28
SESSIONAL						
	PMA2201	Business Communication Practice	1	0	0	1
	PMA2202	Foreign Language (French)	1	0	0	1
	PMA2203	Corporate Grooming for Managers	1	0	0	1
MANDATORY NON CGPA COURSES						
	PMA2204	Seminar & Presentation	0	1	0	0
	PMA2205	Skill X	0	1	0	0
	TOTAL					31

MBA 3RD SEMESTER

Students can opt for Dual specialization. They are required to choose three electives for Major and two electives for Minor.

Sr No.	COURSE CODE	SUBJECT	PERIODS			CREDIT
			L	T	P	
CORE SUBJECTS						
1	PMA3001	PROJECT MANAGEMENT	3	1	0	4
2	PMA3002	PRODUCTION OPERATIONS AND MANAGEMENT	3	1	0	4
		TOTAL CORE SUBJECTS CREDIT				8
ELECTIVES/ SPECIALIZATIONS						
MARKETING MANAGEMENT (any 3)						
3	PMA30M1	SALES & DISTRIBUTION MANAGEMENT	3	1	0	4
4	PMA30M2	CONSUMER BEHAVIOUR	3	1	0	4
5	PMA30M3	INTEGRATED MARKETING & COMMUNICATION	3	1	0	4
6	PMA30M4	RETAIL MANAGEMENT	3	1	0	4
HUMAN RESOURCE MANAGEMENT (any 3)						
7	PMA30H1	HR ANALYTICS	3	1	0	4
8	PMA30H2	ORGANISATIONAL DEVELOPMENT & CHANGE MANAGEMENT	3	1	0	4
9	PMA30H3	PERFORMANCE MANAGEMENT SYSTEMS	3	1	0	4
10	PMA30H4	INDUSTRIAL RELATIONS AND LABOUR LAWS	3	1	0	4
FINANCIAL MANAGEMENT (any 3)						
11	PMA30 F1	TAXATION	3	1	0	4
12	PMA30 F2	CORPORATE FINANCE	3	1	0	4
13	PMA30 F3	FINANCIAL MARKETS AND SRVICES	3	1	0	4
14	PMA30 F4	INTERNATIONAL FINANCIAL MANAGEMENT	3	1	0	4
DIGITAL MARKETING (any 3)						
15	PMA30D1	SOCIAL MEDIA AND INFLUENCER MARKETING	3	1	0	4
16	PMA30D2	EMAIL AND CONTENT MARKETING	3	1	0	4
17	PMA30D3	SEARCH ENGINE OPTIMIZATION	3	1	0	4
18	PMA30D4	COMMUNICATION IN THE DIGITAL ERA AND WEBSITE DESIGN	3	1	0	4
BUSINESS ANALYTICS (any 3 with respective labs)						
19	PMA30B1	DATA VISUALISATION FOR MANAGERS	4	0	0	4
20	PMA30B2	BUSINESS FORECASTING	4	0	0	4
21	PMA30B3	DECISION SCIENCE FOR BUSINESS MODELLING	4	0	0	4
22	PMA30B3	DIAGNOSTIC ANALYSIS	4	0	0	4
		TOTAL ELECTIVES/ SPECIALISATIONS				24

PRACTICAL						
19	PMA3101	BUSINESS RESEARCH METHODS & MAJOR PROJECT WORKI (ELECTIVES/SPECIALISATIONS)	0	0	4	2
21	PMA3102	SUMMER INTERNSHIP PROJECT & VIVA	0	0	6	2
MANDATORY NON CGPA COURSE						
22	PMA3501	Seminar & Presentation	0	1	0	0
23	PMA3502	Skill X	0	1	0	0
		TOTAL CREDITS				36

MBA 4TH SEMESTER

Students can opt for Dual specialization. They are required to choose three electives for Major and two electives for Minor.

Sr No.	COURSE CODE	SUBJECT	PERIODS			CREDIT
			L	T	P	
CORE SUBJECTS						
1	PMA4003	ARTIFICIAL INTELLIGENCE FOR BUSINESS	3	1	0	4
2	PMA4002	CORPORATE STRATEGY	3	1	0	4
TOTAL CORE SUBJECT CREDIT						8
ELECTIVES/ SPECIALIZATIONS						
MARKETING MANAGEMENT (any 3)						
3	PMA40M1	INTERNATIONAL MARKETING	4	0	0	4
4	PMA40M2	DIGITAL & SOCIAL MEDIA MARKETING	4	0	0	4
5	PMA40M3	SERVICE MARKETING	4	0	0	4
6	PMA40M4	RURAL MARKETING	4	0	0	4
HUMAN RESOURCE MANAGEMENT (any 3)						
7	PMA40H1	INTERNATIONAL HRM	4	0	0	4
8	PMA40H2	STRATEGIC HRM	4	0	0	4
9	PMA40H3	COMPENSATION AND BENEFITS MANAGEMENT	4	0	0	4
10	PMA40H4	HUMAN RESOURCE PLANNING	4	0	0	4
FINANCIAL MANAGEMENT (any 3)						
11	PMA40F1	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	4	0	0	4
12	PMA40F2	MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING	4	0	0	4
13	PMA40F3	MANAGING BANKS AND FINANCIAL INSTITUTIONS	4	0	0	4
14	PMA40F4	MANAGEMENT OF FINANCIAL DERIVATIVES	4	0	0	4
DIGITAL MARKETING (any 3)						
15	PMA40D1	WEBSITE DESIGN PLANNING & CREATION WITH TRANSACTION METHODS	4	0	0	4
16	PMA40D2	AFFILIATE MARKETING & GOOGLE AD- CERTIFICATION	4	0	0	4

17	PMA40D3	VDO, MOBILE & HASHTAG MARKETING	4	0	0	4
18	PMA40D4	UNDERSTANDING DIGITAL CONSUMER BEHAVIOR & LEAD GENERATION	3	0	0	4
BUSINESS ANALYTICS (any 3 with respective labs)						
19	PMA40B1	DATA MINING FOR BUSINESS INTELLIGENCE	4	0	0	4
20	PMA40B2	BUSINESS OPTIMIZATION AND BIG DATA ANALYTICS	4	0	0	4
21	PMA40B3	PREDICTIVE MODELING USING IBM SPSS MODELER (IBM) AND DESCRIPTIVE ANALYTICS USING IBM COGNOS (IBM)	4	0	0	4
22	PMA40B4	MARKETING ANALYTICS	4	0	0	4
		TOTAL ELECTIVES CREDIT				24
PRACTICAL						
19	PMA4101	MAJOR RESEARCH PROJECT II (ELECTIVES/SPECIALISATIONS)	0	0	4	2
20	PMA4102	GRAND VIVA AND SEMINAR	0	4	0	2
MANDATORY NON CGPA COURSE						
	PMA4201	SEMINAR & PRESENTATION	0	0	2	0
	PMA4202	SKILL X	0	1	0	0
		TOTAL CREDITS				36
		MBA TOTAL CREDITS (28+31+36+36)				131