

**MBA –I (SEM-II) Subjects.**

<b>Sr.no</b>	<b>Specialization</b>	<b>Particular</b>	<b>Subjects</b>
1	<b>Marketing Management</b>	University& Institute level Common	201 Marketing Management 202 Financial Management 203 Human Resources Management 204 Operations & Supply Chain Management
		University level Common	207 Contemporary Frameworks in Management 209 Start Up and New Venture Management 211 Business, Government & Society
		Institute Level common	214 Industry Analysis & Desk Research
		University& Institute level Specialization	205 Marketing Research 206 Consumer Behaviour
		Institute level Specialization	217 Integrated Marketing Communications 218 Product & Brand Management
2	<b>Financial Management</b>	University& Institute level Common	201 Marketing Management 202 Financial Management 203 Human Resources Management 204 Operations & Supply Chain Management
		University level Common	207 Contemporary Frameworks in Management 209 Start Up and New Venture Management 211 Business, Government & Society
		Institute Level common	214 Industry Analysis & Desk Research
		University& Institute level Specialization	205 Financial Markets and Banking Operations 206 Personal Financial Planning
		Institute level Specialization	217 Securities Analysis & Portfolio Management 218 Futures and Options

Sr.no	Specialization	Particular	Subjects
3	<b>Human Resource Management</b>	University& Institute level Common	201 Marketing Management 202 Financial Management 203 Human Resources Management 204 Operations & Supply Chain Management
		University level Common	207 Contemporary Frameworks in Management 209 Start Up and New Venture Management 211 Business, Government & Society
		Institute Level common	214 Industry Analysis & Desk Research
		University& Institute level Specialization	205 Competency Based Human Resource Management 206 Employee Relations & Labour Legislation
		Institute level Specialization	217 Labour Welfare 218 Lab in Recruitment and Selection
4	<b>Operations &amp; Supply Chain Management</b>	University& Institute level Common	201 Marketing Management 202 Financial Management 203 Human Resources Management 204 Operations & Supply Chain Management
		University level Common	207 Contemporary Frameworks in Management 209 Start Up and New Venture Management 211 Business, Government & Society
		Institute Level common	214 Industry Analysis & Desk Research
		University& Institute level Specialization	205 Services Operations Management - I 206 Supply Chain Management

		Institute level Specialization	217 Planning & Control of Operations 218 Productivity Management
<b>Sr.no</b>	<b>Specialization</b>	<b>Particular</b>	<b>Subjects</b>
5	<b>Business Analytics</b>	University& Institute level Common	201 Marketing Management 202 Financial Management 203 Human Resources Management 204 Operations & Supply Chain Management
		University level Common	207 Contemporary Frameworks in Management 209 Start Up and New Venture Management 211 Business, Government & Society
		Institute Level common	214 Industry Analysis & Desk Research
		University& Institute level Specialization	205 Basic Business Analytics using R 206 Data Mining
		Institute level Specialization	217.Marketing Analytics 218.Retailing Analytics