

**MBA –II (SEM-IV) Subjects.**

| <b>Sr.no</b> | <b>Specialization</b>       | <b>Particular</b>                             | <b>Subjects</b>  |
|--------------|-----------------------------|---|--|
| 1            | <b>Marketing Management</b> | University& Institute level<br>Common         | 401 – Enterprise Performance<br>Management<br>402 – Indian Ethos & Business Ethics         |
|              |                             | University level<br>Common                    | 405 Global Strategic Management<br>408 Corporate Social Responsibility &<br>Sustainability |
|              |                             | University& Institute level<br>Specialization | 403 MKT Marketing 4.0<br>404 MKT Marketing Strategy  |
|              |                             | Institute level<br>Specialization             | 409 MKT Customer Relationship<br>Management<br>410 MKT Rural & Agriculture Marketing       |
| 2            | <b>Financial Management</b> | University& Institute level<br>Common         | 401 – Enterprise Performance<br>Management<br>402 – Indian Ethos & Business Ethics         |
|              |                             | University level<br>Common                    | 405 Global Strategic Management<br>408 Corporate Social Responsibility &<br>Sustainability |
|              |                             | University& Institute level<br>Specialization | 403 Financial Laws<br>404 Current Trends & Cases in Finance                                |
|              |                             | Institute level<br>Specialization             | 409 Fin Fixed Income Securities<br><br>410 Fin Business Valuation                          |

| Sr.no | Specialization                                      | Particular                                    | Subjects  |
|-------|---|---|---|
| 3     | <b>Human Resource Management</b>                    | University& Institute level<br>Common         | 401 – Enterprise Performance Management<br>402 – Indian Ethos & Business Ethics                             |
|       |   | University level<br>Common                    | 405 Global Strategic Management<br>408 Corporate Social Responsibility &<br>Sustainability                  |
|       |   | University& Institute level<br>Specialization | 403 Organizational Diagnosis &<br>Development<br>404 Current Trends & Cases in Human<br>Resource Management |
|       |   | Institute level<br>Specialization             | 409 Labour Legislation<br>410 Designing HR Policies   |
| 4     | <b>Operations &amp; Supply Chain<br/>Management</b> | University& Institute level<br>Common         | 401 – Enterprise Performance Management<br>402 – Indian Ethos & Business Ethics                             |
|       |   | University level<br>Common                    | 405 Global Strategic Management<br>408 Corporate Social Responsibility &<br>Sustainability                  |
|       |   | University& Institute level<br>Specialization | 403 E Supply Chains & Logistics<br>404 Industry 4.0   |
|       |   | Institute level<br>Specialization             | 409 Enterprise Resource Planning<br><br>410 World Class Manufacturing                                       |

| Sr.no | Specialization            | Particular                                    | Subjects   |
|-------|---------------------------|---|--|
| 5     | <b>Business Analytics</b> | University& Institute level<br>Common         | 401 – Enterprise Performance<br>Management<br>402 – Indian Ethos & Business Ethics             |
|       |                           | University level<br>Common                    | 405 Global Strategic Management<br>408 Corporate Social Responsibility &<br>Sustainability     |
|       |                           | University& Institute level<br>Specialization | 403 Economics of Network Industries<br>404 Artificial Intelligence in Business<br>Applications |
|       |                           | Institute level<br>Specialization             | 409 E Commerce Analytics - II<br><br>410 Healthcare Analytics                                  |