

## **Course Structure**

### **Executive MBA Batch 2013-15**

Total Courses : 37 = 58 Credits

Compulsory : 24 (36 Credits)

Elective : 12 (18 Credits)

Dissertation : ( 4 Credits)

\* Each credit is of 17 Hours

Pre				
S.N	Code	<b>Compulsory Courses</b>	Area	Pre Requisite
1	CS0001	Strategy Formulation	BUP	
2	CS0002	Legal Environment of Business	BUP	
3	CS1003	Strategy Implementation	BUP	C1
4	CS2004	Business Research Methods	BUP	C22 & C23
5	CC0005	Business Communication	COMM	
6	CC0006	Negotiations Skills	COMM	
7	CE0007	Global & Macroeconomic Environment	ECO	
8	CE1008	Economics of Strategy	ECO	C1
9	CF0009	Financial Accounting	FIN	
10	CF1010	Analysis of Financial Statements	FIN	C9
11	CF1011	Management Accounting & Control	FIN	C9
12	CF2012	Corporate Finance I	FIN	C9 & C10
13	CF3013	Corporate Finance II	FIN	C9, C10 & C12
14	CH0014	Individual Dynamics & Organization	HRM	
15	CH0015	Group & Organization Dynamics	HRM	
16	CH0016	Human Resource Management	HRM	
17	CH0017	Leadership & Corporate Accountability	HRM	
18	CI0018	Information Systems for Management	INS	
19	CM0019	Customer Acquisition & Retention	MKT	
20	CM1020	Marketing Planning	MKT	C19
21	CM1021	International Marketing	MKT	C19
22	CO0022	Statistical Analysis for Business Decisions	OPS	
23	CO1023	Decision Analysis and Modeling	OPS	C22
24	CO1024	Managing Business Operations	OPS	C22

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<b>S.N</b>		<b>Electives</b>	<b>Area</b>	
		<b>Finance</b>		
1	EF4051	International Finance	FIN	C9,C10,C12 & C13
2	EF4052	Investment Analysis and Portfolio Management	FIN	C9,C10,C12 & C13
3	EF2053	Strategic Cost Management	FIN	C9 & C11
4	EF5054	Fixed Income Securities and Debt Markets	FIN	C9,C10,C12, C13 & E2
5	EF5055	Futures Options & Risk Management	FIN	C9,C10,C12, C13 & E2
6	EF4056	Mergers, Acquisitions and Corporate Restructuring	FIN	C9,C10,C12 & C13
7	EF4057	Financial Institutions & Markets	FIN	C9,C10,C12 & C13
8	EF4058	Commercial Bank Management	FIN	C9,C10,C12 & C13
9	EF4059	Project Finance	FIN	C9,C10,C12 & C13
		<b>HRM</b>		
1	EH1071	Employee Relations & Labor Laws	HRM	C16
2	EH1072	Talent Management	HRM	C16
3	EH1073	Performance Management	HRM	C16
4	EH2074	Organization Theory, Structure & Design	HRM	C14 & C15
5	EH1075	Compensation & Benefits	HRM	C16
6	EH1076	Strategic HRM	HRM	C16
7	EH1077	Change Management & Development	HRM	C16
8	EH1078	Emotional Intelligence-Developing Abilities for Superior Performance	HRM	C14
9	EH1079	Learning & Development	HRM	C16

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		<b>Information System</b>		
1	EI1091	Business Intelligence using Data Mining Tools	INS	C18
2	EI1092	ERP Systems: Technology Planning and Implementation	INS	C18
3	EI1093	IT Entrepreneurship	INS	C18
4	EI1096	Generating Business Values Through IT	INS	C18
5	EI1097	Solutions for Business Analysis	INS	C18
6	EI1098	Managing IT Project	INS	C18
7	EI1099	Business Dynamics of Information & Communication Technology Industry	INS	C18
8	EI1100	E-Business	INS	C18
9	EI1101	Managing Innovation	INS	C18
		<b>Marketing</b>		
1	EM2111	Consumer Based Marketing Strategy	MKT	C19 & C20
2	EM5112	Marketing Research	MKT	C4, C19, C20, C22 & C23
3	EM2113	Sales & Distribution Management	MKT	C19 & C20
4	EM2114	B2B Marketing	MKT	C19 & C20
5	EM2115	Service Marketing	MKT	C19 & C20
6	EM2116	Customer Relationship Management	MKT	C19 & C20
7	EM2117	Marketing Strategy	MKT	C19 & C20
8	EM2118	Brand Management	MKT	C19 & C20
9	EM2119	Marketing Analytics	MKT	C19 & C20

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		<b>Operations</b>		
1	EO3131	Advanced Method of Data Analysis	OPS	C22, C23 & C24
2	EO2132	Service Operation Management	OPS	C22 & C24
3	EO2133	Logistics Management	OPS	C22 & C24
4	EO2134	Production, Planning & Control	OPS	C22 & C24
5	EO3135	Modeling for Decision Making	OPS	C22, C23 & C24
6	EO2136	Supply Chain Management	OPS	C22 & C24
7	EO2137	Total Quality Management	OPS	C22 & C24
8	EO2138	Project Management	OPS	C22 & C24
9	EO2139	Manufacturing Strategy	OPS	C22 & C24