



Curriculum and Syllabi

MASTER OF BUSINESS ADMINISTRATION

SEMESTERS I to IV

Regulations 2025

Programme: MASTER OF BUSINESS ADMINISTRATION

2025 Regulations

(2025-27 Batch Onwards)

Curriculum for Semesters I to IV

SEMESTER I

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
Theory Courses														
1	25BA101	Operations and Digital Transformation	3	0	0	3	45	0	0	45	90	3	40/60	PCC
2	25BA102	Business Laws for Entrepreneurship	3	0	0	3	45	0	0	45	90	3	40/60	PCC
3	25BA103	Data Driven Decision Making and AI Applications	3	0	0	3	45	0	0	45	90	3	40/60	PCC
4	25BA104	Marketing Management	3	0	0	3	45	0	0	45	90	3	40/60	PCC
5	25BA105	Human Capital Management and Organizational Design	3	0	0	3	45	0	0	45	90	3	40/60	PCC
6	25BA106	Financial Management	3	0	0	3	45	0	0	45	90	3	40/60	PCC
Practical Courses														
7	25EEC102	Indian Ethos (Seminar)	0	0	4	0	0	0	60	0	60	2	100/0	EEC
8	25EEC103	Managerial Communication and Professional Skills (Laboratory)	0	0	4	0	0	0	60	0	60	2	60/40	EEC

SEMESTER II

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
Theory Courses														
1	25BA201	Advanced Artificial Intelligence and Emerging Technologies	3	0	0	3	45	0	0	45	90	3	40/60	PCC
2	25BA202	Digital Transformation and Innovation	3	0	0	3	45	0	0	45	90	3	40/60	PCC
3	25BA203	Management Consulting and Financial Advisory Practices	3	0	0	3	45	0	0	45	90	3	40/60	PCC
4	25BA204	Customer Experience and	3	0	0	3	45	0	0	45	90	3	40/60	PCC

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
		Service Design												
5	25BA205	Venture Creation and Startup Strategy	3	0	0	3	45	0	0	45	90	3	40/60	PCC
6	25BA206	Leadership, Culture, and Change Management	3	0	0	3	45	0	0	45	90	3	40/60	PCC
7	25BA207	Business Analytics and Research Methods	3	0	0	3	45	0	0	45	90	3	40/60	PCC
Practical Courses														
8	25EEC203	Sustainability and Corporate Social Responsibility (Seminar)	0	0	4	0	0	0	60	0	60	2	60/40	EEC
9	25BA208	Data Analysis and Business Modelling Laboratory	0	0	4	0	0	0	60	0	60	2	60/40	PCC

Summer Internship – minimum of 4 weeks of Internship

The report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

SEMESTER III

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
Theory Cum Practical Courses														
1	25BA301	Strategic Management	3	0	0	3	45	0	0	45	90	3	40/60	PCC
2	25BA302	International Business	3	0	0	3	45	0	0	45	90	3	40/60	PCC
3		Professional Elective I	3	0	0	3	45	0	0	45	90	3	40/60	PEC
4		Professional Elective II	3	0	0	3	45	0	0	45	90	3	40/60	PEC
5		Professional Elective III	3	0	0	3	45	0	0	45	90	3	40/60	PEC
6		Professional Elective IV	3	0	0	3	45	0	0	45	90	3	40/60	PEC
7		Professional Elective V	3	0	0	3	45	0	0	45	90	3	40/60	PEC
8		Professional Elective VI	3	0	0	3	45	0	0	45	90	3	40/60	PEC
Practical Courses														
9	25EEC302	Design Thinking and Innovation Laboratory	0	0	4	0	0	0	60	0	60	2	60/40	EEC
10	25EEC303	Summer Internship	-	-	-	-	-	-	-	-	4 Weeks	2	60/40	EEC

SEMESTER IV

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
Practical Course														
1	25BAP401	Project Work	0	0	24	0	0	0	360	0	360	12	60/40	EEC

TOTAL NO. OF CREDITS: 87

PROFESSIONAL ELECTIVES

FUNCTIONAL SPECIALISATIONS

Students can take three elective subjects from **two functional** specializations

Stream / Specialization: Finance [7]

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
Theory Courses														
1	25PBA11	Security Analysis and Portfolio Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
2	25PBA12	Financial Modelling	3	0	0	3	45	0	0	45	90	3	40/60	PEC
3	25PBA13	Banking and Financial Services	3	0	0	3	45	0	0	45	90	3	40/60	PEC
4	25PBA14	Financial Derivatives	3	0	0	3	45	0	0	45	90	3	40/60	PEC
5	25PBA15	Financial Reporting and Analysis	3	0	0	3	45	0	0	45	90	3	40/60	PEC
6	25PBA16	Investment Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
7	25PBA17	Financial Risk Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC

Stream / Specialization: Human Resource [7]

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
Theory Courses														
1	25PBA21	Strategic Human Resource Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
2	25PBA22	HR Analytics and Decision Intelligence	3	0	0	3	45	0	0	45	90	3	40/60	PEC
3	25PBA23	Digital Transformation in Human Resource Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
4	25PBA24	Negotiation and Conflict Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
5	25PBA25	HR Technology and Employee Experience Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
6	25PBA26	Industrial Relations and Labour	3	0	0	3	45	0	0	45	90	3	40/60	PEC

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
		Legislations												
7	25PBA27	Gig Workforce and Future of Work	3	0	0	3	45	0	0	45	90	3	40/60	PEC

Stream / Specialization: Business Analytics [7]

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
Theory Courses														
1	25PBA31	Data Mining and Business Intelligence	3	0	0	3	45	0	0	45	90	3	40/60	PEC
2	25PBA32	Advanced Machine Learning and AI Applications	3	0	0	3	45	0	0	45	90	3	40/60	PEC
3	25PBA33	Applied Business Analytics	3	0	0	3	45	0	0	45	90	3	40/60	PEC
4	25PBA34	Data Visualization and Communication	3	0	0	3	45	0	0	45	90	3	40/60	PEC
5	25PBA35	Strategic Analytics for Business Decision Making	3	0	0	3	45	0	0	45	90	3	40/60	PEC
6	25PBA36	Social Media and Digital Platform Analytics	3	0	0	3	45	0	0	45	90	3	40/60	PEC
7	25PBA37	Customer Journey and Behaviour Analytics	3	0	0	3	45	0	0	45	90	3	40/60	PEC

Stream / Specialization: Marketing [7]

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
Theory Courses														
1	25PBA41	Digital Marketing Strategy and Optimization	3	0	0	3	45	0	0	45	90	3	40/60	PEC
2	25PBA42	B2B Marketing	3	0	0	3	45	0	0	45	90	3	40/60	PEC
3	25PBA43	Services Marketing and Customer Relationship Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
4	25PBA44	Product Innovation and Brand Strategy	3	0	0	3	45	0	0	45	90	3	40/60	PEC

5	25PBA45	Global and Cross Cultural Marketing	3	0	0	3	45	0	0	45	90	3	40/60	PEC
6	25PBA46	Consumer Behaviour Dynamics	3	0	0	3	45	0	0	45	90	3	40/60	PEC
7	25PBA47	Advertising and Creative Strategy	3	0	0	3	45	0	0	45	90	3	40/60	PEC

Stream / Specialization: Logistics [7]

S. No.	Course Code	Course Title	Hours per week				Hours per sem				Total no. of Hours per semester	Credits	Internal/ External Marks	Course Category
			L	T	P	SL	L	T	P	SL				
Theory Courses														
1	25PBA51	Sustainable and Green Logistics	3	0	0	3	45	0	0	45	90	3	40/60	PEC
2	25PBA52	Logistics and Distribution Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
3	25PBA53	Advanced AI for Supply Chain and Logistics	3	0	0	3	45	0	0	45	90	3	40/60	PEC
4	25PBA54	Operational Excellence and Lean Sustainability	3	0	0	3	45	0	0	45	90	3	40/60	PEC
5	25PBA55	Procurement and Supplier Relationship Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
6	25PBA56	Digital Transformation in Supply Chain Management	3	0	0	3	45	0	0	45	90	3	40/60	PEC
7	25PBA57	Contract Management and Vendor Negotiation	3	0	0	3	45	0	0	45	90	3	40/60	PEC

SUMMARY

S.No.	COURSE CATEGORY	CREDITS AS PER SEMESTER				TOTAL CREDITS
		I	II	III	IV	
1	PCC	18	23	6		47
2	PEC			18		18
3	EEC	4	2	4	12	22
TOTAL CREDITS		22	25	28	12	87