



## 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				
<b>Theory Courses</b>														
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
<b>Practical Courses</b>														
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				
<b>Theory Courses</b>														
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 3<sup>rd</sup> 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 3<sup>rd</sup> 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				
<b>Theory Courses</b>														
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
<b>TOTAL CREDITS</b>		<b>22</b>	<b>25</b>	<b>28</b>	<b>12</b>	<b>87</b>