

Programme Scheme for Master of Business Administration (MBA) July 2024

Semester I

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
MBA	MBA101	Management Concepts and Organizational Behaviour	4	1	Theory	30	70
MBA	MBA102	Managerial Economics	4	1	Theory	30	70
MBA	MBA103	Financial Reporting and Analysis	4	1	Theory	30	70
MBA	MBA104	Quantitative Techniques for Management	4	1	Theory	30	70
MBA	MBA105	Marketing Management	4	1	Theory	30	70
MBA	MBA106	Managerial Communication	2	1	Theory	30	70
MBA	MBA107	Career and Life Skills (CLS) I	2	1	Theory	Continual Evaluation	
Sem I - Total Credit			24				

Semester II

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
MBA	MBA201	Supply Chain Management	3	2	Theory	30	70
MBA	MBA202	Human Resource Management	3	2	Theory	30	70
MBA	MBA203	Financial Management	3	2	Theory	30	70
MBA	MBA204	Business Research Method	3	2	Theory	30	70
MBA	MBA205	Business Analytics	3	2	Theory	30	70
MBA	MBA206	Mini Project	4	2	Theory	30	70
MBA	MBA207	Career Skills-II	4	2	Theory	Continual Evaluation	
Sem II - Total Credit			23				

Semester III

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
MBA	MBA301	Strategic Management	3	3	Theory	30	70
MBA	MBA302	Innovation and Venture Development	2	3	Theory	30	70
MBA	MBA303	Entrepreneurship and Small Business Management	4	3	Theory	30	70
MBA	MBA304	Major Elective – I [MK/FN/HR/AI/L]	4	3	Theory	30	70
MBA	MBA305	Major Elective – II [MK/FN/HR/AI/L]	4	3	Theory	30	70
MBA	MBA306	Minor Project	4	3	Theory	30	70
MBA	MBA307	Minor Elective	4	3	Theory	30	70
Sem III - Total Credit			25				

SPECIALIZATION/ELECTIVE:

Group Elective		Code	Course
Major Electives I & II	Major Marketing	MBA304MK1	Integrated Marketing Communication
		MBA305MK2	Sale Distribution Management
	Major Finance	MBA304FN1	Security Analysis & Portfolio Management
		MBA305FN2	Financial Derivatives
	Major Human Resource	MBA304 HR1	Organizational Change and Development
		MBA305HR2	Counselling skills for Managers
	Major Artificial Intelligence	MBA304A1	Privacy and Regulation In AI
		MBA305A2	Data Visualization for Managers
	Major LSCM	MBA304L1	International Logistics and Global Supply Chain Management
		MBA305L2	Sale Distribution Management

Minor Elective	Minor Marketing	MBA307MK1	International Marketing
	Minor Finance	MBA307FN1	Insurance Business Management
	Minor Human Resource	MBA307HR1	Human Resource Planning and Development
	Minor Artificial Intelligence	MBA307A1	Financial Analytics
	Minor LSCM	MBA307L1	Strategic Supply Chain Management
	Airport	MBA307AR1	Airport and Aviation Operations Management

Semester IV

Program	Course Code	Course Name	Credit	Sem	Theory/ Practical	Internal Marks	External Marks
MBA	MBA401	Project Management	4	4	Theory	30	70
MBA	MBA402	Sustainable Business Practices	2	4	Theory	30	70
MBA	MBA403	Capstone Project (Dissertation)	6	4	Theory	30	70
MBA	MBA404	Major Elective – I [MK/FN/HR/AI/L]	4	4	Theory	30	70
MBA	MBA405	Major Elective – II [MK/FN/HR/AI/L]	4	4	Theory	30	70
MBA	MBA406	Minor Elective	4	4	Theory	30	70
Sem IV - Total Credit			24				

SPECIALIZATION/ELECTIVE:

Group Elective		Code	Course
Major Electives I & II	Major Marketing	MBA404M1	Product & Brand Management
		MBA405M2	Customer Relationship Management
	Major Finance	MBA404F1	International Financial Management
		MBA405F2	Behavioural Finance
	Major Human Resource	MBA404H1	Global HR Practices
		MBA405H2	Talent Management
	Major Artificial Intelligence	MBA404AI-1 [NPTEL]	Predictive Analytics
		MBA405AI-2 [NPTEL]	Human-Computer Interaction
	Major LSCM	MBA404L1 [NPTEL]	Manufacturing System and Supply Chain Design
		MBA405L2 [NPTEL]	Green Supply Chain Management

Minor Elective	Minor Marketing	MBA406M1	Social Media Marketing
	Minor Finance	MBA406F1	Venture Financing
	Minor Human Resource	MBA406H1	Strategic Human Resource Management
	Minor Artificial Intelligence	MBA406AI-1 [NPTEL]	Business Intelligence using Power BI
	Minor LSCM	MBA406L1 [NPTEL]	Supply Chain Analytics
	Airport	MBA406AR1	Aviation Law and Regulations

MBA Brochure Summary

Master of Business Administration (MBA) – 1st Semester

The 1st Semester of the MBA program at Graphic Era (Deemed to be University) is designed to provide a strong foundation in business management, blending theoretical knowledge with practical applications. This semester introduces students to essential concepts in leadership, finance, marketing, data analytics, and professional communication, equipping them with the skills necessary to traverse the complexities of modern business environments.

Students begin their journey by exploring management concepts and organizational behaviour, which helps them understand leadership dynamics, workplace behaviour, and strategic decision-making. Managerial economics introduces the principles of market analysis, demand forecasting, and business strategy, while financial reporting and analysis builds an understanding of financial statements and investment decision-making. The curriculum also emphasizes marketing management, where students learn about branding, consumer behaviour, and market research to develop impactful marketing strategies.

To enhance critical business skills, students engage in managerial communication, refining their ability to present ideas, negotiate effectively, and handle professional correspondence. The program also incorporates data analysis and visualization, where students gain hands-on experience with tools like Excel, Power BI, and Tableau, enabling them to interpret and utilize business data effectively. Additionally, quantitative techniques for management (a non-graded course), introduces statistical and mathematical methods to solve real-world business challenges. To ensure a smooth transition into the MBA experience, students participate in a two-week Induction Programme that focuses on universal human values, industry insights, and networking opportunities with business leaders.

With this well-rounded curriculum, the 1st semester serves as a strong stepping stone for students as they progress toward specialization in areas such as Marketing, Finance, Human Resource Management, Business Analytics, and Healthcare Management in later semesters. This academic foundation opens doors to diverse career opportunities in corporate management, financial services, business consulting, and entrepreneurship. Designed to develop analytical thinking, leadership capabilities, and a strategic mindset, this semester prepares students to thrive in today's fast-paced business world.

Master of Business Administration (MBA) – 2nd Semester

The 2nd semester MBA program offers a diverse set of subjects that provide a comprehensive understanding of both foundational management concepts and specialized skills. The program includes Human Resource Management, which focuses on the strategic management of people within organizations, covering topics like recruitment, performance management, and organizational behaviour. Financial Management helps students understand financial decision-making, budgeting, investment strategies, and capital markets, which are essential for running a successful business. Operations & Supply Chain Management emphasizes optimizing production processes, logistics, and inventory management, which are crucial for improving operational efficiency.

Business Analytics and Research Methods equips students with the tools to analyze data, generate insights, and make informed decisions, essential in today's data-driven business environment. Design Thinking encourages innovative problem-solving techniques, focusing on user-centered design and creativity to address real-world challenges. Lastly, General Proficiency (Career and Life Skills) helps students develop essential soft skills such as leadership, communication, and time management, ensuring they are well-prepared for the dynamic business world. These subjects collectively provide students with a solid foundation and a forward-thinking perspective, equipping them for a variety of career opportunities across industries.

Master of Business Administration (MBA) – 3rd Semester

The 3rd semester of the MBA program at Graphic Era (Deemed to be University) focuses on advanced business strategies, innovation, and specialization. This semester equips students with strategic decision-making skills, entrepreneurial acumen, and industry-specific expertise, preparing them for leadership roles in a dynamic business environment.

Students undertake Strategic Management, which enhances their ability to formulate, implement, and evaluate business strategies. Innovation and

Venture Development and Entrepreneurship and Small Business Management foster an entrepreneurial mindset, emphasizing business model innovation, funding strategies, and small enterprise growth.

The semester also offers a range of specialization courses in Marketing, Finance, Human Resources, Artificial Intelligence, and Logistics & Supply Chain Management, allowing students to gain in-depth expertise in their chosen domains. Marketing students explore Integrated Marketing Communication and Sales & Distribution Management, while finance students delve into Security Analysis & Portfolio Management and Financial Derivatives. Human Resource students focus on Organizational Change & Development and Counseling Skills for Managers. The AI specialization includes Privacy & Regulation in AI and Data Visualization for Managers, while Logistics & Supply Chain students study International Logistics & Global Supply Chain Management and Strategic Supply Chain Management.

Additionally, students engage in a Minor Project, applying their learning to real-world business challenges, enhancing analytical thinking, and developing problem-solving abilities. With a strong emphasis on strategic decision-making, innovation, and industry relevance, this semester serves as a crucial step toward specialization and career advancement. It prepares students to take on managerial and entrepreneurial roles, equipping them with the expertise needed to navigate today's competitive business landscape.

Master of Business Administration (MBA) – 4th Semester

The fourth semester of the MBA program serves as the final stage of your academic journey, equipping you with advanced business insights and strategic leadership skills. This semester is designed to refine your expertise and prepare you for real-world challenges.

Students will undertake a total of seven courses, including three core subjects and four electives. The compulsory subjects include **Project Management, Sustainable Business Practices, and the Capstone Project (Dissertation).**

- **Project Management** enhances your ability to plan, execute, and oversee projects efficiently. It covers key areas such as budgeting, scheduling, team coordination, problem-solving, and effective communication—skills essential for diverse industries.

- **Sustainable Business Practices** focuses on integrating sustainable strategies within organizations, equipping students with the knowledge to drive impactful environmental and social initiatives.
- **Capstone Project** offers a platform for students to apply their learning through a **Dissertation, On-the-Job Project Report, or Research Paper Publication**. This comprehensive project serves as a demonstration of expertise in a chosen field, synthesizing knowledge acquired throughout the MBA program.

Additionally, students will pursue **major and minor electives** across various domains, including **Marketing, Finance, Human Resource Management, Logistics and Supply Chain Management, and Artificial Intelligence**. Those who have selected specific electives in the third semester will continue with the same specialization in this semester.

The well-structured curriculum of the 4th semester ensures that students graduate as proficient business professionals, ready to excel in their careers with industry-relevant expertise and strategic acumen.

Specialisation Summary: Human Resource Management

Are you passionate about people management and organizational success? The MBA in Human Resource Management (HRM) is your gateway to a dynamic and rewarding career in the ever-evolving world of HR. This specialization empowers future HR leaders with strategic insights, analytical skills, and a deep understanding of workforce dynamics, preparing you for top HR roles in leading organizations worldwide. Our industry-relevant curriculum ensures you stay ahead with cutting-edge courses tailored to meet the demands of a competitive job market. Gain real-world experience

through case studies, live projects, and industry interactions, setting you up for accelerated career growth.

In this program, you will master courses like performance and compensation management, which enables you to design strategies that drive employee motivation and productivity. Learn to navigate industrial relations and labor welfare by understanding labor laws and fostering strong employee-employer relationships. Our training and development course helps you create innovative learning programs that enhance workforce skills. Develop essential counseling skills to guide and support employees, contributing to a positive and productive work environment. Organizational change and development coursework equips you with the expertise to effectively drive transformation and lead change management initiatives.

Harness the power of data with HR analytics, optimizing HR functions and strategic decision-making. Competency mapping and assessment will help you identify and cultivate key skills essential for business growth. Strategic human resource management aligns HR practices with broader business objectives for long-term success. Explore global HR practices and understand international HR trends, cross-cultural management, and global talent acquisition. Talent management courses teach you how to attract, nurture, and retain top talent in today's competitive job market.

With an MBA in HRM, you unlock doors to leadership roles across various industries, including IT, healthcare, finance, retail, and consulting. Graduates secure roles such as HR Manager, Talent Acquisition Specialist, Compensation & Benefits Manager, Learning & Development Manager, Employee Relations Specialist, HR Business Partner, Organizational Development Consultant, HR Analyst, and Global HR Manager. Each of these positions offers the opportunity to impact organizational success by fostering a motivated, engaged, and high-performing workforce.

Take charge of your future today. Enroll in our MBA in HRM and gain the expertise, confidence, and strategic mindset to excel in human resource management. This program is your stepping stone to a fulfilling and influential career. Don't miss the chance to transform your professional journey—join us and lead the future of HR!

Specialisation Summary: Marketing

The Marketing Specialization in the MBA program equips students with the skills and knowledge required to excel in dynamic and competitive markets. It blends consumer behavior insights, strategic marketing, digital transformation, and data-driven decision-making to develop future-ready marketing professionals.

Career Prospects:

Graduates can pursue roles as Marketing Managers, Brand Strategists, Digital Marketing Specialists, Market Analysts, Sales Directors, and Product Managers across industries like FMCG, IT, E-commerce, Retail, and Consulting.

Key Learning Areas:

✦ Core Marketing Principles – Understanding core concepts, the marketing mix, market analysis, and strategies for product development and distribution.

✦ Understanding Consumer Behavior -Study psychological and social factors that influence consumer behavior and their impact on marketing strategies

✦ Specialized Marketing Functions - Focus on Integrated Marketing Communication Sales Management – Crafting competitive strategies and sales optimization.

✦ Niche Areas in Marketing -Focus on specific niche areas such as Marketing of Financial Services, Business to Business Marketing ,Marketing Analytics ,Rural Marketing.

✦ Strategic aspects of marketing- Product & Brand Management, Customer Relationship Management

Information on courses:

Core Marketing Courses:

•Marketing Management (MBA 104): This course covers core marketing concepts, the marketing mix, market analysis, and strategies for product development and distribution. Students will learn to formulate marketing plans, develop integrated communications, and evaluate the viability of products in different markets.

•Services Marketing (MBA 205 MK1): This course focuses on the unique aspects of marketing services, distinguishing them from products. It explores how to improve service marketing, the role of customer relationships, and applying the 7 P's of the marketing mix to service organizations.

•Consumer Behavior (MBA-205 MK2): This course delves into understanding consumer behavior, including psychological and social factors, and how these influence marketing strategies.

Specialization Electives:

The following courses are offered as major specializations in the marketing domain:

•Sales and Distribution Management (MBA 303 MK1): This course explores sales management, personal selling, and the link between sales and distribution.

•Integrated Marketing Communication (MBA 303 MK2): This course focuses on the components of marketing communications such as advertising, media planning, and the importance of integrating them across various media.

- Marketing of Financial Services (MBA 303 MK3): This course explores the dynamics of financial services and the environment in which they are marketed. Students will learn about marketing strategies for financial products and services.
- Business to Business Marketing (MBA 303 MK4): Students will learn how to develop effective B2B marketing programs.
- Marketing Analytics (MBA 303 MK5): This course introduces marketing analytics, data sources, and various tools for analyzing marketing data. Students will learn to apply analytical tools for customer lifetime value, forecasting, and conjoint analysis.
- Product & Brand Management (MBA-404 MK1): This course explores product and brand development and management. Students will learn how to develop brand positioning, analyze competitors, and manage product portfolios.
- Customer Relationship Management (MBA 404 MK2): This course will cover the concepts and importance of customer relationship management. Students will learn about CRM tools, customer behavior, and segmentation strategies.
- Rural Marketing (MBA 404 MK3): This course focuses on the scope, growth, and importance of marketing in rural environments. Students will learn about rural market segmentation, product and pricing strategies, and the role of cooperative marketing societies.
- Retail Sales and Customer Service (MBA-404 RT1): This course will cover concepts of sales and promotions, retail consumer sales and strategies for developing customer loyalty.

Specialisation Summary: Finance

The Finance specialization in the online MBA program equips learners with in-depth financial expertise, enabling them to make data-driven investment decisions and strategic financial analyses. Offered in the third and fourth semesters, this specialization equips learners with analytical and decision-making skills essential for a dynamic financial landscape.

Students will develop proficiency in **Security Analysis & Portfolio Management**, understanding investment avenues, risk assessment, and portfolio strategies. **Financial Derivatives** introduces them to options, futures, and hedging mechanisms. **Financial Analytics** focuses on data-driven decision-making using quantitative techniques. **Private Equity &**

Venture Capital explores startup financing and investment strategies. **Financial Institutions and Services** provides insights into banking, insurance, and financial regulations, while **Business Analysis & Valuation** equips learners with corporate valuation techniques. **Behavioural Finance** delves into psychological influences on financial decision-making, and **International Finance** covers global financial markets, foreign exchange risk, and multinational financial management.

This specialization prepares students for careers in **investment banking, portfolio management, risk analysis, financial consulting, fintech, and corporate finance**. Graduates will be well-positioned to navigate the evolving financial landscape and take on leadership roles in the industry. They will gain expertise to navigate complex financial environments, making them valuable assets in the industry.

Specialisation Summary: Logistics and Supply Chain Management

Are you ready to build a career where you can improve efficiency and innovation in business operations? The MBA in Logistics and Supply Chain Management is designed to provide you with the knowledge and skills to lead global supply chains and succeed in today's fast-changing business world. With a strong focus on Supply Chain Analytics, Retail Logistics, and Strategic Supply Chain Management, this program prepares you to excel in industries like manufacturing, logistics, retail, and e-commerce. Our real-world case studies and industry connections help you gain hands-on experience and set you up for a successful career.

In this program, you will explore Supply Chain Analytics, which will teach you how to use data to make smarter decisions, improve performance, and reduce costs. You'll learn techniques to forecast demand, manage inventory, and analyze supply chain risks. In Retail Logistics, you'll develop expertise in managing logistics and distribution networks, ensuring that goods are delivered on time and efficiently. The Strategic Supply Chain Management course will teach you to design supply chain strategies that give businesses a competitive edge, with a focus on supplier relationships, risk management, and operational excellence.

You'll also study advanced topics like big data analytics, AI-driven supply chains, and digital transformation, which will prepare you to lead in technology-focused roles. Sustainability is an important part of the

program, helping you create ethical, environmentally-friendly supply chains.

Graduates of this program are well-prepared for roles such as Supply Chain Manager, Logistics Coordinator, Retail Operations Manager, Procurement Specialist, and Supply Chain Analyst. These positions offer opportunities to enhance business success by improving efficiency, cost control, and strategic planning.

Take your first step toward an exciting future. Enroll in our MBA in Logistics and Supply Chain Management to gain expertise in analytics, logistics, and strategy. Join us and become a leader in shaping the supply chains of the future!

Specialisation Summary: Artificial Intelligence (AI)

is revolutionizing industries by enhancing efficiency, automating processes, and enabling data-driven decision-making. Businesses across finance, healthcare, retail, and manufacturing are leveraging AI to gain a competitive edge, improve customer experiences, and drive innovation. As AI continues to transform the corporate world, professionals with AI expertise are becoming increasingly valuable.

For management professionals, understanding AI tools and their applications is no longer optional—it is essential. AI-driven technologies such as machine learning, predictive analytics, and automation are reshaping business operations, improving productivity, and enabling more accurate decision-making. Managers who are proficient in AI can leverage these technologies to optimize processes, enhance business strategy, and drive digital transformation. Organizations today seek leaders who can bridge the gap between AI technology and business needs.

An MBA with a specialization in AI equips future business leaders with expertise in AI tools, business analytics, and automation. This specialization prepares professionals to manage AI-driven initiatives, implement data-driven strategies, and lead in a technology-centric world.

Career opportunities for AI-specialized MBA graduates are vast, including roles such as AI business strategist, data analyst, product manager, AI consultant, and digital transformation leader. With AI shaping the future of

business, professionals with AI expertise will be well-positioned for leadership roles and long-term career success.