

MASTER OF BUSINESS ADMINISTRATION (MBA) – MARKETING MANAGEMENT

University-Style Curriculum Structure

Semester I

Code	Subject	Credits	Internal	External	Total
MBAMM101	Principles of Management	4	30	70	100
MBAMM102	Managerial Economics	4	30	70	100
MBAMM103	Accounting for Managers	4	30	70	100
MBAMM104	Business Statistics	4	30	70	100
MBAMM105	Business Communication	4	30	70	100
MBAMM106	Organizational Behavior	4	30	70	100

Semester II

Code	Subject	Credits	Internal	External	Total
MBAMM201	Marketing Management	4	30	70	100
MBAMM202	Consumer Behavior	4	30	70	100
MBAMM203	Financial Management	4	30	70	100
MBAMM204	Human Resource Management	4	30	70	100
MBAMM205	Operations Management	4	30	70	100
MBAMM206	Management Information Systems	4	30	70	100

Semester III

Code	Subject	Credits	Internal	External	Total
MBAMM301	Sales & Distribution Management	4	30	70	100
MBAMM302	Advertising & Brand Management	4	30	70	100
MBAMM303	Digital Marketing	4	30	70	100
MBAMM304	Marketing Research	4	30	70	100
MBAMM305	Retail Management	4	30	70	100
MBAMM306	Elective I	4	30	70	100

Semester IV

Code	Subject	Credits	Internal	External	Total
MBAMM401	Strategic Marketing Management	4	30	70	100
MBAMM402	International Marketing	4	30	70	100
MBAMM403	Services Marketing	4	30	70	100

MBAMM404	Research Methodology	4	30	70	100
MBAMM405	Major Project & Viva Voce	8	100	100	200
MBAMM406	Elective II	4	30	70	100

Marks Distribution

Internal Assessment: 30 Marks; End Semester Examination: 70 Marks; Total: 100 Marks per theory course. Project & Viva: 200 Marks.