

**MBA (Marketing Management) MS5D 2 Year
Subject List
Batch 2017-19**

SEMESTER – I

| Sl. | Course Code | Subject | Type | Option |
|-----|-------------|---|---------------------|------------|
| 1 | MM101C | Fundamentals of Management | Core | Compulsory |
| 2 | MM102C | Quantitative Methods | Interdisciplinary | |
| 3 | MM103C | Organisational Behaviour | Generic | |
| 4 | MM104C | Business Accounting | Generic | |
| 5 | MM105C | Marketing Management | Core | |
| 6 | MM106C | Business Ethics and Management by Indian Values | Interdisciplinary | |
| 7 | MM107C | IT For Business Applications | Ability Enhancement | |
| 8 | MM108C | Business Communication | Ability Enhancement | |
| 9 | MM109C | Comprehensive VIVA-VOCE | Ability Enhancement | |

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SEMESTER – II

| Sl. | Course Code | Subject | Category | Option |
|-----|-------------|---------------------------|-------------------|------------|
| 1 | MM201C | Operations Research | Generic | Compulsory |
| 2 | MM202C | Sales Management | Core | |
| 3 | MM203C | Supply Chain Management | Core | |
| 4 | MM204C | Marketing Research | Skill Enhancement | |
| 5 | MM205C | Consumer Behaviour | Skill Enhancement | |
| 6 | MM206C | Human Resource Management | Interdisciplinary | |
| 7 | MM207C | Managerial Economics | Interdisciplinary | |
| 8 | MM207C | Financial Management | Generic | |
| 9 | MM209C | Comprehensive VIVA-VOCE | Skill Enhancement | |

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SEMESTER – III

| Sl. | Course Code | Subject | Category | Option |
|-----|-------------|--|-------------------|------------|
| 1 | MM 301C | Data Analytics | Interdisciplinary | Compulsory |
| 2 | MM 302C | Business to Business Marketing | Core | |
| 3 | MM 303C | Retailing | Core | |
| 4 | MM 304C | Product Management | Core | |
| 5 | MM 305E | Brand Management | Elective | Any Four |
| 6 | MM 306E | Public Relations and Corporate Communication | Elective | |
| 7 | MM 307E | Customer Relationship Management | Elective | |
| 8 | MM 308E | Global Marketing | Elective | |
| 9 | MM 309E | Marketing Innovation Management | Elective | |
| 10 | MM 310E | Social Marketing | Elective | |
| 11 | MM311C | Comprehensive VIVA-VOCE | Skill Enhancement | Compulsory |

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SEMESTER – IV

| Sl. | Course Code | Subject | Category | Option |
|-----|-------------|------------------------------------|-------------------|------------|
| 1 | MM401C | Strategic Management | Generic | Compulsory |
| 2 | MM402C | Business Law | Interdisciplinary | |
| 3 | MM403C | Services Marketing | Core | |
| 4 | MM 404C | Integrated Marketing Communication | Core | |
| 5 | MM405E | Digital Marketing | Elective | Any Three |
| 6 | MM406E | Rural Marketing | Elective | |
| 7 | MM407E | Direct & Event Marketing | Elective | |
| 8 | MM408E | Marketing Models | Elective | |
| 9 | MM409E | Marketing of Financial Services | Elective | |
| 10 | MM410C | Research Project | Elective | Any One |
| 11 | MM411C | Decision Making Skills | Elective | |
| 12 | MM412C | Comprehensive VIVA-VOCE | Skill Enhancement | Compulsory |