



## **School of Business and Management**

# **Master of Business Administration (MBA) (Trimester Scheme) (2023-24)**



## **Master of Business Administration (MBA) (Trimester Scheme)**

### **Department overview**

#### **Overview**

School of Business and Management, CHRIST (Deemed to be University) offers professional, 2-year management programmes leading to MBA degree in the areas of Finance, Marketing, Lean Operations & Systems, Human Resource and Business Analytics. The MBA Programme functions from all the five campuses of CHRIST (Deemed to be University).

The School of Business and Management has well qualified faculty with most having relevant industrial experience. Well stocked libraries, state-of-the-art laboratories and a repository of learning tools provide for a varied and experiential learning environment. The School of Business and Management also provides free and easy access to high quality teaching and learning resources such as case studies, journals, databases and simulation games through subscription to reputed publishers. The School offers placement facility to students with an excellent track record so far. Every year large number of reputed organizations visit our institute for hiring our students from all specializations.

National and international level conferences for faculties and students, national case study conference, business festivals for students conducted every year are among the highly reputed academic events in the country.

#### **Vision statement**

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally.

#### **Mission statement**

Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

### **Programme Overview**

#### **Introduction to the Programme**

The MBA programme consists of six trimesters. Students move to specialization courses during the last four trimesters. Most of the courses are of three credits with coverage of 30 hours.

The course curriculum is designed for academic depth and employability in the industry. Variety of pedagogy are used in addition to the regular class room teaching, such as case sessions, simulations, management games, laboratories and research based assignments. Experiential, student centric learning is the highlight of the programme. Co-curricular activities such as organizational study, mentoring and current affairs sessions, book reviews, paper presentation conferences augment the regular classes. Extracurricular activities hone up the organizing skills and teamwork among the students.

School of Business and Management has collaborations with Universities such as Virginia Commonwealth University (VCU), USA; Western Michigan University (WMU), USA and University of Applied Sciences (FHWS), Würzburg-Schweinfurt, Germany wherein students are permitted to take approved courses from these Universities and transfer of credits for such courses will be considered for the award of MBA Degree.

## Programme Outcomes

### **Program Educational Objective (PEOs):**

- Graduates possessing subject knowledge, analytical ability and skills to manage businesses
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

## Course Outline Year – I

### Trimester I

Course Code	Title of the Course
	<b>CORE SUBJECTS</b>
MBA131	Financial Accounting for Managers
MBA132	Managerial Economics
MBA133	Principles of Management
MBA134	Statistics for Business
MBA135	Organizational Behaviour
MBAB136	Management of Digital Business Systems
	<b>OTHERS</b>
MBA181	Organization Structure Training
MBA111	Business and Current Affairs
HOL111	Holistic Education

### Trimester II

Course Code	Title of the Course
	<b>CORE SUBJECTS</b>
MBA231	Marketing Management
MBA232	Management of Human Resources
MBA234	Financial Management
MBA235	Operations Management
MBAB236	Fundamentals of Business Analytics
MBA238	Entrepreneurship and Intrapreneurship
	<b>OTHERS</b>
MBA281	Social Concern Project
MBA211	Business Domain Knowledge

### Trimester III

Course Code	Title of the Course
	<b>CORE SUBJECT</b>
MBA332	Research Methodology
	<b>DISCIPLINE SPECIFIC ELECTIVES</b>
	<b>Finance</b>
MBA341F	Security Analysis and Portfolio Management
MBA342F	Management of Banks
MBA343F	Financial Reporting and Analysis
	<b>Human Resource</b>
MBA341H	Industrial Relations
MBA342H	Talent Management
MBA343H	Learning and Development
	<b>Marketing</b>
MBA341M	Sales and Distribution Management
MBA342M	Marketing Research and Analytics

MBA343M	Business to Business Marketing
	<b>Business Analytics</b>
MBA341B	Business Data Management
MBA342B	Programming with Python
MBA343B	Exploratory Data Analysis
	<b>GENERIC ELECTIVES (Students to choose 1 out of 4 subjects) Basket 1</b>
MBA361F	Macro Economics
MBA361H	Managing Conflicts and Negotiations
MBA361M	Digital Marketing
MBA361S	Leadership
	<b>GENERIC ELECTIVES (Students to choose 1 out of 5 subjects) Basket 2</b>
MBA362B	Artificial Intelligence for Managers
MBA362F	Finance Through Films
MBA362L	Enterprise Resource Planning
MBA362EI	Entrepreneurial Finance
	<b>OTHERS</b>
MBA311	Functional Domain Knowledge
HOL311	Holistic Education

**Year – II**

**Trimester IV**

Course Code	Title of the Course
	<b>CORE SUBJECT</b>
MBA431	Strategic Management
	<b>DISCIPLINE SPECIFIC ELECTIVES</b>
MBA441F	Financial Econometrics
MBA442F	Business Valuation
	<b>Specialisation Electives (Finance) Students to choose 1 out of 2 courses</b>
MBA443F	Derivatives
MBA444F	Cost Analysis and Management Control System
	<b>Human Resource</b>
MBA441H	Compensation Management
MBA442H	Human Resource Metrics and Analytics
MBA443H	Labour Law
	<b>Marketing</b>
MBA442M	Consumer Behaviour
MBA443M	Marketing Metrics
	<b>Specialisation Electives (Marketing) Students to choose 1 out of 2 subjects</b>
MBA444M	Strategic Marketing Management
MBA445M	Global Marketing
	<b>Business Analytics</b>
MBA441B	Business Forecasting
MBA442B	Machine Learning Algorithms - 1
MBA443B	Business Intelligence and Data Visualization
	<b>Specialisation Electives (International Business) Students to choose 2 out of 4 subjects</b>
MBA442I	Cross Cultural and Diversity management
MBA443I	Global Consumer Buying Behavior and Neuromarketing
MBA444I	International Labour Law Practices
MBA445I	Global M-Commerce Strategy
	<b>GENERIC ELECTIVES (Students to choose 1 out of 4 subjects) Basket 1</b>
MBA461S	Business Analysis (for non LOS students)
MBA461L	Digital Transformation Technologies
MBA461F	International Financial Management
	<b>GENERIC ELECTIVES (Students to choose 1 out of 5 subjects) Basket 2</b>

MBA462H	Diversity, Equity, Inclusion and Belongingness
MBA462B	Managerial Applications of Analytics
MBA462M	Fundamentals of Service Marketing
MBA462EI	Family Business Management
	<b>OTHERS</b>
MBA481	Summer Internship Project (SIP) (2 months)
MBA411	Research Competency

## Trimester V

Course Code	Title of the Course
	<b>CORE SUBJECT</b>
MBA532	Management Science
	<b>DISCIPLINE SPECIFIC ELECTIVES</b>
MBA541F	Strategic Financial Management
MBA542F	Financial Risk Management
	<b>Finance</b>
MBA543F	Fixed Income Securities
MBA544F	Analytics for Finance
MBA545F	Digital Technologies in Finance
	<b>Human Resource</b>
MBA541H	Organizational Change & Development
MBA542H	International Human Resources Management
MBA543H	Agile HR
	<b>Marketing</b>
MBA541M	Retailing Management
MBA542M	Strategic Brand Management
MBA543M	Advertising and Public Relations
	<b>Business Analytics</b>
MBA541B	Big Data Analytics
MBA542B	Machine Learning Algorithms - II
MBA544B	Text and Social Media Analytics
	<b>Specialisation Electives (International Business) Students to choose 1 out of 2 subjects Basket 1</b>
MBA541I	Export and Import Management
MBA545I	International Competition Regime and Management Practices
	<b>Specialisation Electives (International Business) Students to choose 1 out of 2 subjects Basket 2</b>
MBA542I	International Supply Chain Management
MBA544I	Block chain Management in Global Business
	<b>GENERIC ELECTIVES (Students to choose 1 out of 4 subjects) Basket 1</b>
MBA561B	Business Problem Framing
MBA562B	Applied Statistics for Business
MBA561L	Project Management
MBA561S	International Business
	<b>GENERIC ELECTIVES (Students to choose 1 out of 4 subjects) Basket 2</b>
MBA562H	Neuroscience for Managers
MBA562F	Sustainable Finance and Investments
MBA562M	Customer Centric Decisions in Business
MBA562EI	Management of Start-up and Small Business
	<b>Master Thesis / Industry Practicum / Capstone Project (Marks to be given in VI Trimester)</b>
MBA581	Master Thesis

MBA582	Industry Practicum
MBA583	Capstone Project (Only for BA Students)
	<b>OTHERS</b>
MBA511	Campus to Corporate

## Trimester VI

Course Code	Title of the Course
	<b>CORE SUBJECT</b>
MBA631	Business Sustainability, Governance and Ethics
	<b>DISCIPLINE SPECIFIC ELECTIVE</b>
	<b>Finance</b>
	<b>Specialisation Electives (Finance). Students to choose 1 out of 3 subjects.</b>
MBA641F	Financial Engineering
MBA642F	Mergers, Acquisitions & Restructuring
MBA643F	Behavioural Finance
	<b>Human Resource</b>
MBA641H	Technology for HR
	<b>Marketing</b>
	<b>Specialisation Electives(Marketing ) Students to choose 1 out of 3 subjects</b>
MBA641M	Neuro Marketing
MBA6421M	Rural Marketing
	<b>Business Analytics</b>
MBA641B	Deep Learning
	<b>Specialisation Electives (International Business) Students to choose 1 out of 2 subjects</b>
MBA641I	International Logistics
MBA643I	International Advertising
	<b>GENERIC ELECTIVES (Students to choose 1 out of 4 subjects) Basket 1</b>
MBA661F	Personal Financial Planning
MBA661S	Innovation and Design Thinking
MBA661B	Security Management in Cloud
MBA661M	Designing for New Products and Experiences
	<b>GENERIC ELECTIVES (Students to choose 1 out of 3 subjects) Basket 2</b>
MBA662L	E-Business
MBA662S	Business Law
MBA662H	Well Being at Work
	<b>Master Thesis / Industry Practicum / Capstone Project (All specializations)</b>
MBA681	Master Thesis
MBA682	Industry Practicum
MBA683	Capstone Project (Only for BA Students)