

Curriculum

Master of Business Administration (MBA)

Period of study : 2 years (4 Semesters)

Medium : English

Eligibility : i) The candidate should have passed the Bachelors degree of GITAM University or any University except BFA & BOL recognized by GITAM University as equivalent thereto. A candidate with professional qualification such as BE/B.Tech./B.Pharm/Medicine/Law/CA/ICWA/ACS/AMIE/AIETE, etc., is also eligible. ii) The candidate should have appeared for GAT examination conducted by GITAM University and obtained a rank. iii) Admissions to the programme shall be made on the basis of the rank obtained in GAT subject to the fulfillment of the other eligibility criteria.



Course Structure

Code No.	Paper	Credits
Semester I		
MPDBA 101	Management Theory and Practice	06
MPDBA 102	Managerial Economics	06
MPDBA 103	Business Communication	04
MPDBA 104	Indian Business Environment	06
MPDBA 105	Business Ethics & Corporate Social Responsibility	06
Total		28
Semester II		
MPDBA 201	Financial Management	06
MPDBA 202	Operations Management	06
MPDBA 203	Human Resource Management	06
MPDBA 204	Marketing Management	06
MPDBA 205	Business Law	06
Total		30
Semester III		
MPDBA 301	Strategic Management	06
MPDBA 302	Entrepreneurship & Small Industry	06
3 Courses	From the chosen Elective	16
Total		28

Semester IV

MPDBA 401	Research Methodology & Business Analytics	06
3 Courses	From the chosen Elective	16
MPDBA 418	Project work	10
MPDBA 419	Viva voce	6
Total		38
Grand Total		124

Note :

- After successful completion of first and second semesters, a candidate will be awarded P.G. Diploma in Management. (PGDM).
- After successful completion of all four semesters, a candidate will be awarded MBA.

Electives @ Semester III

(Credits)

A. Financial Management

MPDFM 303	Security Analysis and Portfolio Management	06
MPDFM 304	Financial Institutes and Markets	06
MPDFM 305	Financial Services	04

B. Marketing Management

MPDMM 306	Consumer Behaviour	06
MPDMM 307	Advertising Management	06
MPDMM 308	Retail Marketing	04

C. Systems Management

MPDSM 309	System Analysis & Design	06
MPDSM 310	E-commerce	06
MPDSM 311	Decision Support Systems	04

D. Hospital Management

MPDHM 312	Planning, Organization and Management of Hospital Services	04
MPDHM 313	Total Quality Management and Accreditation of Hospitals	06
MPDHM 314	Hospital Management Information Systems	06

E. Operations Management

MPDOM 315	Operations Research	06
MPDOM 316	Materials Management	06
MPDOM 317	Maintenance Management	04

Electives @ Semester IV**(Credits)****A. Financial Management**

MPDFM 403	Management Control Systems	06
MPDFM 404	International Financial Management	06
MPDFM 405	Financial Derivatives	04

B. Marketing Management

MPDMM 406	Rural Marketing	06
MPDMM 407	Sales Management	06
MPDMM 408	Marketing Services	04

C. Systems Management

MPDSM 409	Enterprise Resource Planning	06
MPDSM 410	Business Analytics	06
MPDSM 411	Business Process Reengineering	04

D. Hospital Management

MPDHM 412	Patient Care Management	06
MPDHM 413	Legal framework of Hospital Management	06
MPDHM 414	Marketing of Health Care Services	04

E. Operations Management

MPDOM 415	Project Management	06
MPDOM 416	Logistics and Supply Chain Management	06
MPDOM 417	Total Quality Management	04