

## UGC Approved MBA Single Specialisation - Year 1

### Super 6 AI Foundations: *Start Smart, Build Strong*

Fundamentals of AI & Business  
Statistics

AI Ethics and Governance

AI Programming with Python

AI Tools & Prompt Engineering

Entrepreneurial Opportunities  
with AI

Business Analytics with AI

### Core Modules

- Intelligent Financial Accounting
- Operations Management
- Next Gen Marketing Management
- Organizational Behavior
- Economics for Managers with IER (Indian Economic Review)
- Corporate Finance
- Selling and Negotiations
- Automated Human Resource Management
- Legal Approach to Business
- Strategic Management
- Entrepreneurship Management
- Project Management
- iBusiness Research Methods

*Note: Subject to approval of BOS*

### Experiential Learning

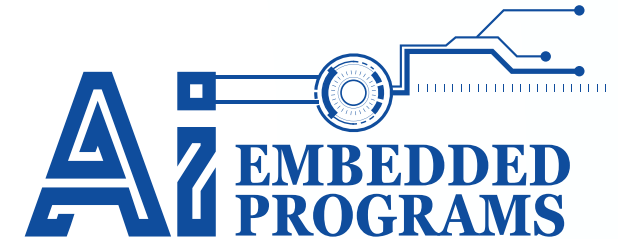
- Leadership Development Potential
- Mentoring
- Wisdom Towards Self Excellence
- Management of Self
- Experiential Learning Toolkit (Tri Business / Case Blazer/ Thomson Reuters)
- SMART (Societal Management Aptitude & Responsibility Temperament) Project
- CMAPS (Collaborative Approach Towards Problem-Solving) I & II
- Summer Internship
- Design Thinking & Innovation
- Research Paper Publication
- CAP (Consulting Aptitude Project)
- Sports

### Optional

- Universal Philosophies Impacting Society / CMAPS II

### MBA - European Certification (24 Months)

- International Entrepreneurship
- Contemporary International Marketing Strategies



# UGC Approved MBA (Single Specialisation) - Year 2

## 1 Marketing (Major)

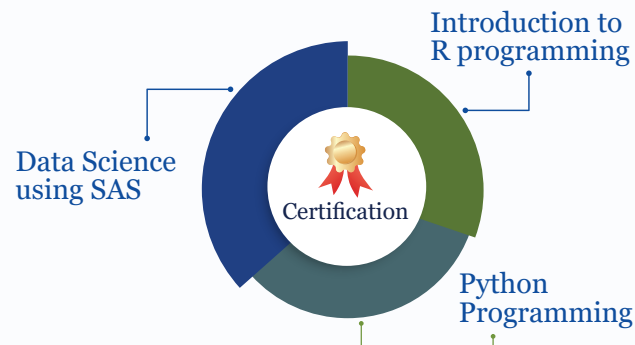
- Sales & Distribution Management
- Fundamentals of Digital Marketing & AI
- Retail Marketing Strategy
- Consumer Behaviour
- Advanced Digital Marketing & Agentic AI
- Product & Brand Management
- Marketing Analytics
- Global Marketing Strategy
- Services Marketing
- Luxury Marketing
- Integrated Marketing Communication
- Green Marketing Project

## 2 Finance (Major)

- Tax Planning
- Investment Analytics
- Banking & Micro Finance
- Financial Products & Services
- Financial Modeling
- AI enabled Securities Analysis & Portfolio Management
- Financial Planning & Analytics
- Mutual Fund Product & Strategy
- Fintech with AI
- Wealth Management
- Financial Risk Management Using AI Tools
- Green Finance Project

## 3 Human Resources (Major)

- AI powered Talent Acquisition & Management
- NextGen Learning & Development
- AI driven Competency Mapping & Performance Management
- People Engagement & AI empowered Counseling
- AI enabled Compensation & Benefits
- Visual Analytics
- HR Analytics
- Diversity, Equity & Inclusion
- Policies and Practices in HRM
- Organizational Design & Development
- Emotional Intelligence & Mental Wellbeing
- Green HR Project



### Note:

1) Eligibility for Finance Specification is 60% in Term 1 & Term 2 + Internal Assessment Test (IAT)

2) Eligibility for BA & AI is 60% in Business Statistics + 60% in Advance Excel + 60% in Research Methodology + Internal Assessment Test (IAT)

**(Minimum 20 - Maximum 60 students)**

*Note: Subject to approval of BOS*

# UGC Approved MBA with AI (Dual Specialisation) - Year 2

## 1 Marketing (Major)

- Sales & Distribution Management
- Fundamentals of Digital Marketing & AI
- Retail Marketing Strategy
- Consumer Behaviour
- Global Marketing Strategy
- Services Marketing
- Green Marketing Project

## 2 Finance (Major)

- Tax Planning
- Investment Analytics
- Financial Modeling
- AI enabled Securities Analysis & Portfolio Management
- Fintech with AI
- Financial Risk Management using AI Tools
- Green Finance Project

## 3 Business Analytics & AI (Major)

- Programming for AI and Data Science
- Data Management and Warehousing
- AI and Machine Learning for Decision Makers
- NLP and Text Analytics
- Marketing Analytics/ Finance Analytics / Operations & Supply Chain Analytics
- Deep Learning and Neural Networks
- Agentic AI and Business Decision-Making

## 4 Marketing (Minor)

- Consumer Behaviour
- Retail Marketing Strategy
- Global Marketing Strategy
- Services Marketing

## 5 Finance (Minor)

- Banking & Micro Finance
- Mutual Fund Product & Strategy
- Financial Products & Services
- Wealth Management

## 6 Business Analytics & AI (Minor)

- Data Visualisation and Story Telling
- Web Analytics
- AI Ethics Governance and Responsible AI
- Cyber and Information Security

## 7 Global Operations & Supply Chain (Minor)

- Service Operations Manager
- Supply Chain and Logistic Management
- Lean Six Sigma
- Digital Supply Chain

### Note:

- 1) Eligibility for Finance (Minor) is 60% in Term 1 & Term 2 + Internal Assessment Test (IAT)
- 2) Eligibility for BA & AI (Minor) is 60% in Business Statistics + 60% in Advance Excel + 60% in Research Methodology + Internal Assessment

**(Minimum 20 - Maximum 60 students)**

*Note: Subject to approval of BOS*

