2026 SCHEME

MBA- COURSE STRUCTURE AND MATRIX

COURSE MATRIX OF FIRST SEMESTER

Sl.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	26MBA111	Marketing Management	3	36	50	50
2	26MBA211	Application of Statistics in Business	4	48	50	50
3	26MBA212	Economics for Decision making	4	48	50	50
4	26MBA213	Business Research Methods	3	36	50	50
5	26MBA311	Managerial Accounting	4	48	50	50
6	26MBA611	Management and Organizational Behavior	3	36	50	50
OE1	26MBA811	Open Elective – I (MOOCs) (20-30 Hrs)	1	-	50	50
EC1	26MBA812	Creative Expression & Visual thinking	1	12	50	50
SE 1	26MBA711	IT Skills for Managers	4	48	50	50
SE 2	26MBA712	Communication and Soft skills	2	24	50	50
TOTAL			**29**	**336**	**500**	**500**

COURSE MATRIX OF SECOND SEMESTER

Sl.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	26MBA121	Digital Marketing	3	36	50	50
2	26MBA221	New Age Entrepreneurship	3	36	50	50
3	26MBA321	Financial Management	4	48	50	50
4	26MBA421	Application of Operations Research and Project Management	4	48	50	50
5	26MBA621	Human Resource Management	3	36	50	50
6	26MBA422	Supply Chain Management	3	36	50	50
EC2	26MBA825	Creativity & Design Thinking for Business	1	12	50	50
SE3	26MBA721	Business Analytics Skills	4	48	50	50

SE4	26MBA722	Employability skills	2	24	50	50
IP1	26MBA821	Business Immersion	3	-	50	50
OE2	26MBA822	Open Elective II [MOOC] 20-30 Hrs)	1	-	50	50
OE3	26MBA823	Open Elective III [MOOC] 20-30 Hrs) (During BIP)	1	-	50	50
LE1	26MBA824	Health & Wellness	2	24	50	50
TOTAL			**34**	**348**	**650**	**650**

COURSE MATRIX OF THIRD SEMESTER

Sl.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	26MBA231	Strategic Management & Corporate Governance	3	36	50	50
SE5	26MBA531	Generative AI for Business	3	36	50	50
IP2	26MBA831	Social Immersion Programme	1	-	50	50
OE4	26MBA832	Open Elective IV [MOOC] 20-30 Hrs.	1	-	50	50
1		**Specialization subjects (4 Major & 2 Minor)** • Marketing • Entrepreneurship and Family Enterprise Management • Finance • Operations and Supply Chain Management • AI & Business Analytics • Human Resource Management	18	216	300	300
		TOTAL	**26**	**288**	**500**	**500**

SPECILISATION WISE SUBJECTS

MARKETING		
SL NO	**SUBJECT CODE**	**SUBJECT NAME**
1	26MBA131	Sales and Distribution Management
2	26MBA132	Business and Social Marketing
3	26MBA133	Service and Retail Marketing
4	26MBA134	Business Analytics for Marketing
5	26MBA135	Consumer Behaviour and Neuro marketing
6	26MBA136	International Marketing
7	26MBA137	Ecommerce and digital supply chain marketing
ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT		
1	26MBA232	Social Entrepreneurship and Innovation
2	26MBA233	Business Model Canvas and Business Plan development
3	26MBA234	Entrepreneurship in Action – I
4	26MBA235	Green & Agri tech Entrepreneurship
5	26MBA236	Entrepreneurial Leadership
6	26MBA237	Technology for Start-ups and Family Businesses
7	26MBA238	Corporate Entrepreneurship
FINANCE		
1	26MBA331	Investment Analysis and Portfolio Management
2	26MBA332	Business Valuation & Mergers & Acquisitions
3	26MBA333	Tax Management
4	26MBA334	Fintech & Financial Analytics
5	26MBA335	Investment Banking and Financial Services
6	26MBA336	Cost Management
7	26MBA337	Forensic Accounting & Audit
OPERATIONS AND SUPPLY CHAIN MANAGEMENT		
1	26MBA431	World Class Manufacturing
2	26MBA432	Demand and Supply Management
3	26MBA433	Logistics Design and Management
4	26MBA434	SCM Technology and Analytics
5	26MBA435	Service Operations Management
6	26MBA436	Project Management for Operations Excellence
7	26MBA437	Operations Strategy and Supply Chain Network Design
AI & BUSINESS ANALYTICS		
1	26MBA532	Predictive Analytics using R
2	26MBA533	Data Visualization and Story Telling Using Tableau

3	26MBA534	Database Management Using MySQL
4	26MBA535	Analytics Applications in Functional Areas
5	26MBA536	Data Warehousing and Data Mining
6	26MBA537	Big Data Analytics
7	26MBA538	Applications of Generative AI
HUMAN RESOURCE MANAGEMENT		
1	26MBA631	International HRM
2	26MBA632	Performance Management and Competency Mapping
3	26MBA633	Industrial Relations and Employment Laws
4	26MBA634	AI and HR Analytics
5	26MBA635	Compensation and Reward Management
6	26MBA636	Talent Management and Employee Engagement
7	26MBA637	Strategic Human Resource Management

COURSE MATRIX OF FOURTH SEMESTER

Sl.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	26MBA241	International Business	3	36	50	50
2	26MBA242	Values-Ethics-ESG	2	24	50	50
EC3	26MBA841	Managerial Research Skills Lab (MRSL)	4	-	50	50
3		**Specialization subjects (2 Major & 1 Minor)** • Marketing • Entrepreneurship and Family Enterprise Management • Finance • Operations and Supply Chain Management • AI & Business Analytics • Human Resource Management	9	108	150	150
		TOTAL	**18**	**168**	**300**	**300**

SPECILISATION WISE SUBJECTS

MARKETING		
SL NO	**SUBJECT CODE**	**SUBJECT NAME**
1	26MBA141	Integrated Marketing Communication
2	26MBA142	Rural and Green Marketing
3	26MBA143	Product and Brand Management
4	26MBA144	Customer Experience Management
ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT		
1	26MBA243	Entrepreneurship Ecosystem in India
2	26MBA244	Entrepreneurship in Action - II
3	26MBA245	Managing and Growing Family Enterprises
4	26MBA246	Financial Management for Entrepreneurs
FINANCE		
1	26MBA341	Risk Management and Derivatives
2	26MBA342	International Financial Management
3	26MBA343	Banking and Insurance
4	26MBA344	Behavioral Finance
OPERATIONS AND SUPPLY CHAIN MANAGEMENT		
1	26MBA441	Strategic Sourcing and SRM
2	26MBA442	E-Commerce And Digital Supply Chain Management
3	26MBA443	Quality Management and Lean Six Sigma
4	26MBA444	Cross-Functional Integration for SCM
AI & BUSINESS ANALYTICS		
1	26MBA541	Machine Learning using Python
2	26MBA542	Emerging technologies
3	26MBA543	Cybersecurity Fundamentals: Risk, Governance & Privacy
4	26MBA544	Analytics for E-Commerce and Retail
HUMAN RESOURCE MANAGEMENT		
1	26MBA641	Leadership and Change Management
2	26MBA642	Learning Organizations and Knowledge Management
3	26MBA643	Managing Teams
4	26MBA644	Learning and Development

CREDIT DISTRIBUTION

Sl.NO	TITLE	CREDITS
1	**Experiential Courses:** Design Thinking and Creativity for Business	6
	Creative Expression & Visual thinking	
	Managerial Research Skills Lab	
2	Core Courses	49
3	Specialization Courses	27
4	Open Elective I (MOOC)	4
	Open Elective II (MOOC)	
	Open Elective III (MOOC)	
	Open Elective IV (MOOC)	
5	Social immersion	1
6	Business Immersion	3
7	**Liberal Education / Arts:** Health & Wellness (Practice based course)	2
8	**Skill Enhancement Courses** IT Skills Communication and Soft Skills Employability Skills Business Analytics Skills Generative AI	15
	Total credits	**107**

2026 SCHEME

COURSE MATRIX OF MBA PROGRAM

S.NO	TITLE	I SEM	Business Immersion	II SEM	Social Immersion /Fast Track	III SEM	IV SEM	CREDITS
1	**Experiential courses** Design Thinking and Creativity for Business-			1 Cr				1
	Creative Expression & Visual thinking	1 Cr						1
	Managerial Research Skills Lab	Run across 4 semesters- credit will be considered in IV Semester [4 credits]						4
2	Core Courses	6 [3*3 Cr + 3*4 Cr]		6 [4*3 Cr + 2*4 Cr]		1 [1*3 Cr]	2 [1*2 Cr + 1*3 Cr]	49
3	Specialization Courses					6 (4 Maj + 2 Min) [6*3 Cr]	3 (2 Maj + 1 Min) [3*3 Cr]	27
4	Open Elective I, II, III, IV (MOOC)	1Cr	1Cr	1 Cr		1 Cr		4
5	Business Immersion		3 Cr					3
6	Liberal Education / Arts: - Health & Wellness - Practice based course)			2 Cr				2
7	Social Immersion				1 Cr			1
8	Skill Enhancement courses	1* 4 Cr + 1* 2 Cr		1* 4 Cr + 1* 2Cr		1* 3 Cr		15
	Total credits	**29**		**34**		**26**	**18**	**107**