

<b>Subject</b>	<b>Course Code</b>	<b>Credits</b>	<b>Status</b>	<b>Lecture Contact Hours</b>
<b>Semester 1</b>				
Managerial Aspects of Marketing	MBMM 51014	4	Compulsory	60
Contemporary Consumer Behavior	MBMM 51024	4	Compulsory	45
Human Resource Management	MBMM 51034	4	Compulsory	45
Management Accounting	MBMM 51043	3	Compulsory	45
		<b>15</b>		
<b>Semester II</b>				
Strategic Management	MBMM 52064	4	Compulsory	60
Strategic Brand Management	MBMM 52074	4	Compulsory	60
Strategic Finance	MBMM 52083	3	Compulsory	45
Applied Digital Marketing	MBMM 52094	4	Compulsory	60
		<b>15</b>		
<b>Semester III</b>				
Research Methodology	MBMM 61134	4	Compulsory	60
Supply Chain Management	MBMM 61143	3	Compulsory	45
Global Marketing	MBMM 61153	3	Compulsory	45
Information Systems & Digitalization	MBMM 61163	3	Compulsory	45
Entrepreneurship & New Venture	MBMM 61172	2	Optional	30
Advertising & Agency Management	MBMM 61182	2	Optional	30
Sales and Distribution in ERP	MBMM61192	2	Optional	30
		<b>15</b>		
<b>Semester IV</b>				
Dissertation	MBMM 6219f	15	Compulsory	225
		<b>15</b>		