

MBA Human Resource & Marketing Management Common Syllabus

Semester 1

- Principles of Management
- Managerial Economics
- Financial Accounting
- Business Communication
- Organizational Behaviour

Semester 2

- Human Resource Management
- Marketing Management
- Consumer Behaviour
- Business Statistics
- Operations Management

Semester 3

- Recruitment & Selection
- Training & Development
- Digital Marketing
- Brand Management
- Strategic Management

Semester 4

- Performance Management
- Compensation Management
- Sales Management
- Advertising Management
- Project Work / Internship