

MBA Information Technology & Marketing Management Common Syllabus

Semester 1

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

Semester 2

- Marketing Management
- IT for Managers
- Consumer Behaviour
- Business Statistics
- Operations Management

Semester 3

- Digital Marketing
- Database Management Systems
- Management Information Systems
- Brand Management
- Strategic Management

Semester 4

- E-Commerce
- ERP Systems
- Sales Management
- Advertising Management
- Project Work / Internship