

MBA Marketing Management & Finance Management Common Syllabus

Semester 1

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

Semester 2

- Marketing Management
- Financial Management
- Consumer Behaviour
- Business Statistics
- Operations Management

Semester 3

- Digital Marketing
- Brand Management
- Corporate Finance
- Investment Management
- Strategic Management

Semester 4

- Sales Management
- Advertising Management
- Financial Markets
- Risk Management
- Project Work / Internship