



SCHOOL OF MANAGEMENT
GAUTAM BUDDHA UNIVERSITY, GREATER NOIDA

MBA Programme Structure 2024 onwards
SEMESTER-I

S. No.	COURSE NAME	Code	Credits	Theory/Practical/ Dissertation/any Other
1	Financial Accounting & Analysis	MB-451	3	Theory
2	Managerial Economics	MB-453	3	Theory
3	Quantitative Methods-I	MB-455	3	Theory
4	Organizational Behaviour	MB-457	3	Theory
5	Business Law	MB-459	3	Theory
6	Marketing Management	MB-461	3	Theory
7	Management Principles & Practices	MB-463	3	Theory
8	Basic Professional Development Lab	MB-465	2	Practical
9	Introduction to Business Analytics	MB 467	2	Theory
TOTAL CREDITS			25	

SEMESTER-II

S. No.	COURSE NAME	Code	Credits	Theory/Practical/ Dissertation/any Other
1	Managerial Accounting	MB- 452	3	Theory
2	Financial Management	MB- 454	3	Theory
3	Human Resource Management	MB- 456	3	Theory
4	Operations Management	MB- 458	3	Theory
5	Business Environment	MB- 460	3	Theory
6	Business Research Methods	MB- 462	2	Theory
7	Quantitative Methods-II	MB- 464	3	Theory
8	Strategic Management	MB- 466	3	Theory
9	Business Communication	MB-468	2	Theory
10	Business Communication Lab	MB-470	2	Practical
Total Credit			27	

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SEMESTER-III

S. No.	COURSE NAME	Code	Credits	Theory/Practical/ Dissertation/any Other
2.	Entrepreneurship & New Venture Planning (C)	MB-513	3	Theory
3.	Management Information Systems (C)	MB-517	2	Theory
4.	Summer Internship Project	MB-515	4	Practical
5.	Elective-I		2	Theory
6.	Elective-II		2	Theory
7.	Elective-III		2	Theory
8.	Elective-IV		2	Theory
9.	Elective-V		2	Theory
10.	Elective-VI		2	Theory
		Total	21	

SEMESTER-IV

S. No.	COURSE NAME	Code	Credits	Theory/Practical/ Dissertation/any Other
1	Corporate Communication ©	MB- 512	3	Theory
2	Elective-I		2	Theory
3	Elective-II		2	Theory
4	Elective-III		2	Theory
5	Elective-IV		2	Theory
6	Dissertation	MB- 514	10	Practical
	Total Credits		21	

Electives
Finance

Management of Financial Services (F)	MB-521
International Financial Management (F)	MB- 523
Security Analysis & Portfolio Management (F)	MB-525
Managing banks and financial Institutions	MB-527
Corporate valuation and restructuring	MB-412
Financial derivatives and risk management	MB-532
International financial management	MB-523
Behavioural finance	MB - 597

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Tax and Management	MB-524
Quantitative analysis of financial decisions	MB-599
Wealth and investment management	MB-526
Management of financial services	MB-521
Financial Derivatives	MB-522

HR

Organizational Change & Development (HR)	MB-533
Performance Management & Competency Mapping (HR)	MB-535
Diversity Management (HR)	MB-537
Training & Development	MB-536
Compensation Management	MB-538
Recruitment and Selection	MB-446
Talent management	MB - 596
HR Analytics	MB - 598
HR Metrics and Analytics	MB - 600

Marketing

International Marketing	MB-553
Marketing analytics	MB - 601
Advertising and Sales Promotion	MB-546
Integrated marketing communication	MB-556
Strategic Retail management	MB-550
Brand management	MB-554
Sales & Distribution Management (M)	MB-545
Marketing of Services (M)	MB-547
Consumer Behavior (M)	MB-549
Marketing analytics	MB - 602

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Marketing research	MB-551
Digital marketing	MB-603

Operations

Data Analytics for Decision Making	MB-568
Supply chain and logistics management	MB-604
Operations research applications	MB-605
Management of manufacturing systems	MB-606
Supply chain analytics	MB-607
Advanced excel for business decisions	MB-608
Service operations management	MB-560
Project management	MB-561
Spreadsheet modelling for Business Decisions	MB-559
Total Quality Management	MB511
Supply Chain Management (O)	MB-557
Spread Sheet Modeling (O)	MB-559
Project Management (o)	MB-561
Business Analytics	
Predictive Analysis	MB-591
Artificial Intelligence and Machine Learning	MB-593

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Fundamentals of Python Prpgramming	MB-595
Advance forecasting techniques	MB 594
Data mining and data warehousing	MB 592
Big data technologies	MB-596

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