



**SCHOOL OF MANAGEMENT
GAUTAM BUDDHA UNIVERSITY, GREATER NOIDA**

**MBA Course 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	4	Practical
9	Introduction to Business Analytics	MB 467	2	Theory
TOTAL CREDITS			26	

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			26	

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		6	Theory
6.	Elective-II		6	Theory
		Total	21	

SEMESTER-IV

S. No.	COURSE NAME	Code	Credits	Theory/Practical/ Dissertation/any Other
1	Corporate Communication ©	MB- 512	3	Theory
3	Elective-I		4	
4	Elective-II		4	
12	Research Project	MB- 514	12	Practical
	Total Credits		23	

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	
Corporate valuation and restructuring	
Financial derivatives and risk management	
International financial management	
Behavioural finance	
Taxation planning	
Quantitative analysis of financial decisions	
Wealth and investment management	
Management of financial services	

HR

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

Marketing

International Marketing	
Marketing analytics	
Advertising	
Integrated marketing communication	
Retail management	
Product and brand management	
Sales & Distribution Management (M)	MB-545
Marketing of Services (M)	MB-547
Consumer Behavior (M)	MB-549
Marketing analytics	
Marketing research	
Digital marketing	

Operations

Supply chain and logistics management	
Operations research applications	
Management of manufacturing systems	
Supply chain analytics	
Advanced excel for business decisions	
Service operations management	
Project management	
Spreadsheet modelling	
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
Fundamentals of Python Prpgramming	MB-595
Advance forecasting techniques	MB 594
Data mining and data warehousing	MB 592
Big data technologies	