SYLLABUS – PGPPM + MBA

Semester 1		
CODE	**SUBJECT**	**PAPER ID**
MBA-101	Principles & Practices of Management	B0201
MBA-102	Organizational Behaviour	B0202
MBA-103	Accounting for Management	B0203
MBA-104	Quantitative Techniques	B0204
MBA-105	Managerial Economics	B0205
MBA-106	Communication & Soft Skills	
MBA-107	Seminar on Executive Communication	
MBA-108	Workshop on Computers for Management	
MBA-109	Viva-Voce	
MBA-110	Pharmaceutics	
MBA-111	Human Anatomy & Physiology	
MBA-112	Social & Preventive Medicine	

Semester 2		
CODE	**SUBJECT**	**PAPER ID**
MBA-201	Business Environment	B0206
MBA-202	Production and Operations Management	B0207
MBA-203	Human Resource Management	B0208
MBA-204	Marketing Management	B0209
MBA-205	Financial Management	B0210
MBA-206	Workshop on Research Methodology	
MBA-207	Workshop on Information Technology	
MBA-208	Viva-Voce	
MBA-209	Alternative System of Medicine	
MBA-210	Pharmaceutical Jurisprudence	
MBA-211	Pharmacology	

Semester 3		
CODE	**SUBJECT**	**PAPER ID**
MBA-301	Applied Operations Research	B0211

MBA-302	Corporate Legal Environment	B0212
MBA-303	Major I	
MBA-304	Major II	
MBA-305	Major III	
MBA-306	Seminar on Management Information System	
MBA-307	Viva-Voce	
MBA-308	Health Care Marketing	
MBA-309	The Indian Pharmaceutical Industry	
MBA-310	WTO & its impact on Pharma Industry	

Semester 4		
CODE	SUBJECT	PAPER ID
MBA-401	Strategic Management	B0216
MBA-402	Project Evaluation & Implementation	B0217
MBA-403	Major IV / Minor I	
MBA-404	Major II / Minor II	
MBA-405	Major III / Minor III	
MBA-406	Final Research Project and Viva-Voce*	
MBA-407	Pharmaceutical Brand Management	
MBA-408	Pharmaceutical Marketing Research	
MBA-409	International Pharmaceutical Marketing	

Specialization Group

A. Marketing		
CODE	SUBJECT	PAPER ID
MBA-502	Advertising & Sales Management	B0239
MBA-503	Services Marketing	B0240
MBA-504	Consumer Behaviour	B0241
MBA-506	International Marketing	B0242
MBA-507	Rural Marketing	B0243
MBA-509	Product & Brand Management	B0244

B. Finance		
CODE	SUBJECT	PAPER ID

MBA-511	Financial Services	B0221
MBA-512	Investment & Protfolio Management	B0222
MBA-513	Management of Financial Institutions	B0223
MBA-516	Working Capital Management	B0224
MBA-517	Capital Budgeting	B0225
MBA-518	Management Control Systems	B0226

C. Human Resource Management

CODE	SUBJECT	PAPER ID
MBA-531	Organisation Development	B0227
MBA-532	Human Resource Development	B0228
MBA-533	Advanced Industrial Psychology	B0229
MBA-534	Industrial Relations & Labour Laws	B0230
MBA-536	Collective Bargaining & Wave Policy	B0231
MBA-537	International Human Resource Management	B0232

D. Information Technology

CODE	SUBJECT	PAPER ID
MBA-541*	Programming in C/C++	B0233
MBA-542	Database Management Systems	B0234
MBA-543	Software Engineering	B0235
MBA-544	Advanced Decision Support Systems	B0236
MBA-545	Computer Networks & Internet	B0237
MBA-546	E-Commerce & IT Enabled Services	B0238

New Specializations in MBA

E. Retail Management

CODE	SUBJECT	PAPER ID
MBA-551	Retail Concepts and Environment	B0245
MBA-552	Supply Chain Management	B0246
MBA-553	Retail Store Management	B0247
MBA-554	Retail Branding & Strategy	B0248
MBA-555	Customer Relationship Management	B0249
MBA-556	Mail Management & Risk Management	B0250

F. Insurance & Risk Management		
CODE	**SUBJECT**	**PAPER ID**
MBA-561	Principles and Practice of Life Insurance & General Insurance	B0251
MBA-562	Life of Non life Insurance Domains	B0252
MBA-563	Law of Insurance	B0253
MBA-564	Risk Management & Life Insurance Underwriting	B0254
MBA-565	Liability of Insurance & Life Insurance Claims	B0255
MBA-566	Life Insurance Products & Concepts of Reinsurance	B0256

MBA-PART TIME/ EXECUTIVE

Semester 1		
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MBA-101	Principles & Practices of Management	B0201
MBA-102	Organizational Behaviour	B0202
MBA-103	Accounting for Management	B0203
MBA-104	Quantitative Techniques	B0204
MBA-105	Managerial Economics	B0205
MBA-106	Communication & Soft Skills	
MBA-107	Seminar on Executive Communication	
MBA-108	Workshop on Computers for Management	
MBA-109	Viva-Voce	

Semester 2		
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MBA-205	Financial Management	B0210
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MBA-207	Workshop on Information Technology	
MBA-208	Viva-Voce	

Semester 3		
CODE	SUBJECT	PAPER ID
MBA-301	Applied Operations Research	B0211
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MBA-303	Major I	
MBA-304	Major II	
MBA-305	Major III	
MBA-306	Seminar on Management Information System	
MBA-307	Viva-Voce	

Semester 4		
CODE	SUBJECT	PAPER ID
MBA-401	Strategic Management	B0216
MBA-402	Project Evaluation & Implementation	B0217
MBA-403	Major IV / Minor I	
MBA-404	Major II / Minor II	
MBA-405	Major III / Minor III	
MBA-406	Final Research Project and Viva-Voce*	

The students seeking Lateral Entry admission to 2nd year of MBA will follow the curriculum for 3rd and 4th semester as mentioned above.

Major is decided on the basis of subject chosen for final project

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MBA-562	Life of Non life Insurance Domains	B0252
MBA-563	Law of Insurance	B0253
MBA-564	Risk Management & Life Insurance Underwriting	B0254
MBA-565	Liability of Insurance & Life Insurance Claims	B0255
MBA-566	Life Insurance Products & Concepts of Reinsurance	B0256

SYLLABUS-PGPPM

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