

## Deogiri College MBA Syllabus 2024-25







## Semester I

#### **Core Courses**

- Management Concept & ٠ Organizational Behavior
- Managerial Economics ۲
- Accounting for Managers ٠
- Leadership Management ٠

#### **Electives**

- **Business Environment** •
- **Business Communication** •
- Indian Ethos & Values •

#### Other

- Research Methodology
- MBA Activity-1 ٠



## Semester II

#### **Core Courses**

- Human Resource Management
- Financial Management
- Marketing Management ٠
- Project Management ٠

#### **Electives**

- Entrepreneurship Development •
- **Business Laws** •
- Industrial Relation and Redressal • Mechanism

#### Other

- MBA Activity-2 ٠
- On the Job Training ٠
- Field Project ٠



## Marketing

## Finance

## **Second Year Specializations**

#### Marketing Management

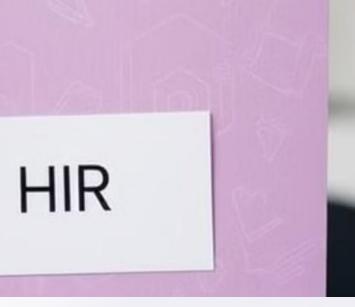
Specialization core courses include Marketing Research, Consumer Behavior, Services Marketing, and Sales & Distribution Management.

#### **Financial Management**

Specialization core courses include Financial Markets and Financial Services, Taxation, International Finance, and Financial Regulatory Framework.

#### Human Resource Management

Specialization core courses include HR Operations, Management of Industrial Relations, Performance and Compensation Management, and Training and Development.



#### Department of MBA<sup>a</sup>



## **Marketing Management Specialization Electives**



Digital and Social Media Marketing



**Integrated Marketing** Communications

**Rural and Agricultural** Marketing



#### **Product & Brand** Management





## **Financial Management Specialization Electives**



**Equity Research** 

Merger, Acquisition and Corporate Restructuring

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**Personal Financial** Planning

Finance



# **Rural And Micro**



# Human Resource Management Specialization Electives



**HR Analytics** 



Organizational Development



Labour Law-I

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**Talent Management** 



# Department of MBA

# Key Takeaways

#### Comprehensive Curriculum

The MBA program offers a comprehensive curriculum covering core business functions and specialized areas.



#### **Flexibility and Choice**

Students can choose from a variety of elective courses to tailor their learning to their interests.

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#### **Practical Experience**

The program includes practical components like on-the-job training and field projects.



#### Department of MBA

<u>Sem l</u>	Course Code	Course Name	Cred its
	DSC-1/MBA/T/701	Management Concept & Organizational Behavior	4
	DSC-2/MBA/T/702	Managerial Economics	4
Major	DSC-3/MBA/T/703	Accounting for Managers	4
	DSC-3/MBA/T/	Leadership Management	4
	DSC-4/MBA/P/704 Activity-1	MBA Activity-1	2
Elective-1	DSE-1/A1/MBA/T/708	1. Business Environment	
(Choose any	DSE-1/B1/MBA/T/708	1. Business Communication	4
one from the basket)	DSE-1/C1/MBA/T/708	1. Indian Ethos & Values	
Research Methodology (RM)	RM-1/MBA/T/710	Research Methodology	4
	Total Credit for First	Semester	26



## Department of MBA

<u>Sem II</u>	Paper Code	Paper Name	Cre dits
	DSC-5/MBA/T/801	Human Resource Management	4
	DSC-6/MBA/T/802	Financial Management	4
	DSC-7/MBA/T/803	Marketing Management	4
Major	DSC-7/MBA/T/	Project Management	4
	DSC-8/MBA/P/805	MBA Activity-2	2
Elective-2 (Choose any	DSE-2/A2/MBA/T/806	1. Entrepreneurship Development	4
one from the	DSE-2/B2/MBA/T/806	1. Business Laws	
basket)	DSE-2/C2/MBA/T/806	<ol> <li>Industrial Relation and Redressal Mechanism</li> </ol>	
On Job Training/	OJT-1/MBA/P/807	On the Job Training -15 Days	4
Field Project	FP-1/MBA/P/808	Field Project	
Total Credit for Second Semester     26			26



## Marketing Management

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Course Code	Semester	Credits
Strategic Management	III	4
Indian Economy	III	4
Business Analytics	III	4
Summer Internship Project	III	4
Entrepreneurship Management	IV	4
Dissertation	IV	4
MOOCs	IV	4
	Specialization Core	
Marketing Research	III	4
Consumer Behavior	III	4
Services Marketing	IV	4
Sales & Distribution	IV	4
Management		
	Specialization Elective	
Digital And Social Media	III	2
Marketing		
Integrated Marketing	III	2
Communications		
Rural and Agricultural	III	2
Marketing		2
Product & Brand Management	III	2
Logistics and Retail	IV	2
Management		
Marketing Analytics	IV	2
International Marketing	IV	2
Customer Relationship	IV	2
Management		

Total Marks	
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### Financial Management

Course Code		Semester	Credits
Strategic Management			4
Indian Economy			4
Business Analytics			4
Summer Internship Project			4
Entrepreneurship Management		IV	4
Dissertation		IV	4
MOOCs		IV	4
IVIOUCS	Creation Co.		4
Financial Maulusta and Financial	Specialization Co	re	
Financial Markets and Financial		III	4
Services			
Taxation		III	4
International Finance		IV	4
Financial Regulatory		117	Л
Framework		IV	4
	Specialization Elect	tive	
Equity Research		III	2
Merger, Acquisition and			2
Corporate Restructuring		III	2
Personal Financial Planning		III	2
Rural And Micro Finance		III	2
Financial Derivatives		IV	2
Investment Analysis and			
Portfolio Management		IV	2
Behavioural Finance		IV	2

Total Marks
100
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