



Deogiri College MBA Syllabus 2024-25



Semester I

Core Courses

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

Electives

- Business Environment
- Business Communication
- Indian Ethos & Values

Other

- Research Methodology
- MBA Activity-1

Semester II

Core Courses

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

Electives

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

Other

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

Marketing

Finance

HIR

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.



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



Personal Financial
Planning



Rural And Micro
Finance

Human Resource Management Specialization Electives



HR Analytics



Labour Law-I



Organizational
Development



Talent Management



Key Takeaways

1 Comprehensive Curriculum

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

3 Practical Experience

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

2 Flexibility and Choice

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



Sem I	Course Code	Course Name	Cred its
Major	DSC-1/MBA/T/701	Management Concept & Organizational Behavior	4
	DSC-2/MBA/T/702	Managerial Economics	4
	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 (Choose any one from the basket)	DSE-1/A1/MBA/T/708	1. Business Environment	4
	DSE-1/B1/MBA/T/708	1. Business Communication	
	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



Sem II	Paper Code	Paper Name	Credits
Major	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
	DSC-7/MBA/T/	Project Management	4
	DSC-8/MBA/P/805	MBA Activity-2	2
Elective-2 (Choose any one from the basket)	DSE-2/A2/MBA/T/806	1. Entrepreneurship Development	4
	DSE-2/B2/MBA/T/806	1. Business Laws	
	DSE-2/C2/MBA/T/806	1. Industrial Relation and Redressal Mechanism	
On Job Training/ Field Project	OJT-1/MBA/P/807	On the Job Training -15 Days	4
	FP-1/MBA/P/808	Field Project	
Total Credit for Second Semester			26



Marketing Management

Course Code	Semester	Credits	Total Marks
Strategic Management	III	4	100
Indian Economy	III	4	100
Business Analytics	III	4	100
Summer Internship Project	III	4	100
Entrepreneurship Management	IV	4	100
Dissertation	IV	4	100
MOOCs	IV	4	100
Specialization Core			
Marketing Research	III	4	100
Consumer Behavior	III	4	100
Services Marketing	IV	4	100
Sales & Distribution Management	IV	4	100
Specialization Elective			
Digital And Social Media Marketing	III	2	50
Integrated Marketing Communications	III	2	50
Rural and Agricultural Marketing	III	2	50
Product & Brand Management	III	2	50
Logistics and Retail Management	IV	2	50
Marketing Analytics	IV	2	50
International Marketing	IV	2	50
Customer Relationship Management	IV	2	50

Financial Management

Course Code	Semester	Credits	Total Marks
Strategic Management	III	4	100
Indian Economy	III	4	100
Business Analytics	III	4	100
Summer Internship Project	III	4	100
Entrepreneurship Management	IV	4	100
Dissertation	IV	4	100
MOOCs	IV	4	100
Specialization Core			
Financial Markets and Financial Services	III	4	100
Taxation	III	4	100
International Finance	IV	4	100
Financial Regulatory Framework	IV	4	100
Specialization Elective			
Equity Research	III	2	50
Merger, Acquisition and Corporate Restructuring	III	2	50
Personal Financial Planning	III	2	50
Rural And Micro Finance	III	2	50
Financial Derivatives	IV	2	50
Investment Analysis and Portfolio Management	IV	2	50
Behavioural Finance	IV	2	50