

Indus University
MBA Department
Program Structure 2017

Semester-1			Semester-2		
Sr No	Subject Name	Credit	Sr No	Subject Name	Credit
1	MANAGEMENT CONCEPTS & PRACTICES	4	1	MARKETING MANAGEMENT	4
2	ECONOMICS FOR MANAGERS	4	2	FINANCIAL MANAGEMENT	4
3	MANAGERIAL COMMUNICATION	3	3	HUMAN RESOURCE MANAGEMENT	4
4	ORGANIZATIONAL BEHAVIOUR	3	4	PRODUCTION AND OPERATIONS--MANAGEMENT	4
5	ACCOUNTING FOR MANAGERS	4	5	RESEARCH METHODOLOGY AND OPERATION RESEARCH	3
6	BUSINESS ENVIRONMENT	3	6	COST AND MANAGEMENT ACCOUNTING	3
7	QUANTITATIVE ANALYSIS	4	7	NEW ENTERPRISE AND INNOVATION MANAGEMENT	3
Semester-3			Semester-4		
	INTERNSHIP PROJECT - 6 WEEKS	6			
1	BUSINESS POLICY AND STRATEGIC MANAGEMENT	3	1	INTERNATIONAL BUSINESS MANAGEMENT	3
2	LEGAL ASPECTS OF BUSINESS	3	2	MANAGEMENT CONTROL SYSTEM	3
3	SECTORIAL ELECTIVES-I / PROJECT (HOSPITALITY/BANKING/FAMILYBUSINESS/RETAIL)	1	3	SECTORIAL ELECTIVES-II / PROJECT (HOSPITALITY/BANKING/FAMILYB	2
Marketing Specialization			Marketing Specialization		
i	INTEGRATED MARKETING COMMUNICATION	3	i	SUPPLY CHAIN MANAGEMENT	3
ii	CONSUMER BEHAVIOR	3	ii	STRATEGIC BRAND MANAGEMENT	3
iii	RURAL MARKETING	3	iii	SERVICE AND RELATIONSHIP MARKETING	3
iv	MARKETING RESEARCH	3	iv	CONTEMPORARY ISSUES IN MARKETING	3
v	MARKETING SPECIALIZATION PROJECT - I	2	v	MARKETING SPECIALIZATION PROJECT-II	3
Finance Specialization			Finance Specialization		
i	MANAGEMENT OF FINANCIAL SERVICES	3	i	RISK MANAGEMENT	3
ii	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3	ii	INTERNATIONAL FINANCIAL MANAGEMENT	3
iii	STRATEGIC FINANCIAL MANAGEMENT	3	iii	MERGERS AND ACQUISITIONS	3
iv	CORPORATE TAX AND FINANCIAL PLANNING	3	iv	CONTEMPORARY ISSUES IN FINANCE	3
v	FINANCE SPECIALIZATION PROJECT - I	2	v	FINANCE SPECIALIZATION PROJECT - II	3
HR Specialization			HR Specialization		
i	CHANGE MANAGEMENT AND ORGANIZATIONAL DEVLOPMENT	3	i	HUMAN RESOURCE DEVELOPMENT	3
ii	LABOUR LAWS AND INDUSTRIAL RELATIONS	3	ii	STRATEGIC HUMAN RESOURCE MANAGEMENT	3
iii	COMPENSATION MANAGEMENT	3	iii	KNOWLEDGE MANAGEMENT	3
iv	NEGOTIATION AND COUNSELING SKILLS FOR MANAGERS	3	iv	CONTEMPORARY ISSUES IN HR	3
v	HR SPECIALIZATION PROJECT - I	2	v	HR SPECIALIZATION PROJECT - II	3
IT Specialization			IT Specialization		
i	SOFTWARE PROJECT MANAGEMENT	3	i	E -GOVERNANCE	3
ii	WEB DESIGN & MULTIMEDIA	3	ii	INFORMATION SECURITY RISKS & AUDITS	3
iii	ENTERPRISE RESOURCE PLANNING	3	iii	DATA WAREHOUSING AND DATA MINING	3
iv	NETWORK & SECURITY ANALYSIS	3	iv	INTERNET & DIGITAL MARKETING	3
v	ITSPECIALIZATION PROJECT - I	2	v	IT SPECIALIZATION PROJECT - II	3