

GITAM
MBA COURSE SYLLABUS

COURSE : MBA (GENERAL)

SEMESTER-I :

CODE	SUBJECT
MPDBA 101	Management Theory and Practice
MPDBA 102	Managerial Economics
MPDBA 103	Business Communication
MPDBA 104	Indian Business Environment
MPDBA 105	Business Ethics & Corporate Social Responsibility

SEMESTER-II :

CODE	SUBJECT
MPDBA 201	Financial Management
MPDBA 202	Operations Management
MPDBA 203	Human Resource Management
MPDBA 204	Marketing Management
MPDBA 205	Business Law

SEMESTER-III :

CODE	SUBJECT
MPDBA 301	Strategic Management
MPDBA 302	Entrepreneurship & Small Industry
3 Courses	From the chosen Elective

SEMESTER-IV :

CODE	SUBJECT
MPDBA 401	Research Methodology & Business Analytics
3 Courses	From the chosen Elective
MPDBA 418	Project work
MPDBA 419	Viva voce

ELECTIVES @ SEMESTER III

A. Financial management

CODE	SUBJECT
MPDFM 303	Security Analysis and Portfolio Management
MPDFM 304	Financial Institutes and Markets
MPDFM 305	Financial Services

B. Marketing Management

CODE	SUBJECT
MPDMM 306	Consumer Behaviour
MPDMM 307	Advertising Management
MPDMM 308	Retail Marketing

C. Systems Management

CODE	SUBJECT
MPDSM 309	System Analysis & Design
MPDSM 310	E-commerce
MPDSM 311	Decision Support Systems

D. Hospital Management

CODE	SUBJECT
MPDHM 312	Planning, Organization and Management of Hospital Services
MPDHM 313	Total Quality Management and Accreditation of Hospitals
MPDHM 314	Hospital Management Information Systems

E. Operations Management

CODE	SUBJECT
MPDOM 315	Operations Research
MPDOM 316	Materials Management
MPDOM 317	Maintenance Management

ELECTIVES @ SEMESTER IV

A. Financial management

CODE	SUBJECT
MPDFM 403	Management Control Systems
MPDFM 404	International Financial Management
MPDFM 405	Financial Derivatives

B. Marketing Management

CODE	SUBJECT
MPDMM 406	Rural Marketing
MPDMM 407	Sales Management
MPDMM 408	Marketing Services

C. Systems Management

CODE	SUBJECT
MPDSM 409	Enterprise Resource Planning
MPDSM 410	Business Analytics
MPDSM 411	Business Process Reengineering

D. Hospital Management

CODE	SUBJECT
MPDHM 412	Patient Care Management
MPDHM 413	Legal framework of Hospital Management
MPDHM 414	Marketing of Health Care Services

E. Operations Management

CODE	SUBJECT
MPDOM 415	Project Management
MPDOM 416	Logistics and Supply Chain Management
MPDOM 417	Total Quality Management

COURSE : MBA (HRM)

SEMESTER-I :

CODE	SUBJECT
MPDHR 101	Management Theory and Practice
MPDHR 102	Managerial Economics
MPDHR 103	Business Communication
MPDHR 104	Indian Business Environment
MPDHR 105	Business Ethics & Corporate Social Responsibility

SEMESTER-II :

CODE	SUBJECT
MPDHR 201	Financial Management
MPDHR 202	Operations Management
MPDHR 203	Human Resource Management
MPDHR 204	Marketing Management
MPDHR 205	Business Law

SEMESTER-III :

CODE	SUBJECT
MPDHR 301	Social Process & Behavioural Issues
MPDHR 302	Performance Management
MPDHR 303	Employee Welfare & Administration
MPDHR 304	Strategic Human Resource Management
MPDHR 305	Human Resource Development

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M.B.A. : Marketing Management

FIRST YEAR :

SUBJECTS :

Perspectives of Management

Business Environment

Managerial Economics

Accounting for Managers

Quantitative Techniques for Managerial Decisions

Information Management and Computer
Applications

Financial Management

Operations Management

Marketing Management

Human Resource Management

SECOND YEAR :

SUBJECTS :

Business Policy and Strategic Management

International Business

Management of Information Systems

Sales and Advertising Management

Service Marketing and CRM

Rural and Retail Marketing

Consumer Behaviour and Marketing Research

Global Marketing

M.B.A. : Financial Management

FIRST YEAR :

SUBJECTS :

Business Environment

Managerial Economics

Accounting for Managers

Quantitative Techniques for Managerial
Decisions

Information Management and Computer
Applications

Financial Management

Operations Management

Perspectives of Management

Human Resource Management

Marketing Management

SECOND YEAR :

SUBJECTS :

Business Policy and Strategic Management

International Business

Management of Information Systems

Security Analysis and Portfolio Management

Financial Markets and Derivatives

International Financial Management

Management of Financial Services

Project Management

M.B.A. : Human Resource Management

FIRST YEAR :

SUBJECTS :

Perspectives of Management

Business Environment

Managerial Economics

Accounting for Managers

Quantitative Techniques for Managerial
Decisions

Information Management and Computer
Applications

Financial Management

Operations Management

Marketing Management

Human Resource Management

SECOND YEAR :

SUBJECTS :

Business Policy and Strategic Management

International Business

Management of Information Systems

Human Resource Planning & Development

Organization Dynamics & Change Management

Labour Legislation & Industrial Relations

Organizational Behaviour

Employee Compensation Management

M.B.A. : Banking & Insurance Management

FIRST YEAR :

SUBJECTS :

Marketing Management

Business Environment

Managerial Economics

Accounting for Managers

Quantitative Techniques for Managerial
Decisions

Information Management and Computer
Applications

Financial Management

Operations Management

Perspectives of Management

Human Resource Management

SECOND YEAR :

SUBJECTS :

Business Policy and Strategic Management

International Business

Theory and Practice of Banking in India

Management of Financial Services

Insurance and Risk Management

Principles and Practice of Life and General
Insurance

Insurance Law

Management of Information Systems

M.B.A. : Hospital Administration

FIRST YEAR :

SUBJECTS :

Management Process & Organizational Behaviour

Marketing Management and Marketing of Services

Introduction to Computers and MIS

Health Care and Operations Management

Hospital Planning and Engineering

Hospital Economics and Financial Management

Medical Terminology & Records

Managing Hospitals – I

SECOND YEAR :

SUBJECTS :

Strategic Management

HRM & Quality Management

Counseling skills for managers

Research Methods in Hospitals

Patient Care and Behaviour

Managing Hospitals – II

Legal and Ethical issues

Hospital Cost and Financial Accounting

Project *

Viva-Voce

COURSE : MBA (GENERAL)

FIRST YEAR :

SUBJECTS :

Business environment

Managerial Economics

Accounting for managers

Quantitative techniques for managerial decisions

Information management and computer
applications

Management process and behaviour

Perspectives of management

SECOND YEAR :

SUBJECTS :

Financial management

Marketing management

Research methodology for management decision

Business policy and strategic management

Management of information systems

THIRD YEAR :

SUBJECTS :

Sales and Advertising Management

Marketing of services

Rural marketing

Human Resource Planning and Development

Managing Change in Organisations

Organisational Dynamics

International Business

International Financial Management

International Marketing

Project management

Management of financial services

Security analysis and Portfolio management