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Program Schemes for Masters of Business Administration (Strategic-HR)

Cluster: Management Institute : AIM Department: MBA Type of Program: PG

First Year				Second Year			
	Course Name	Course Category	Credits		Course Name	Course Category	Credits
Semester-1	Statistical Analysis For Business Decisions	Ability Enhancement	4	Semester-3	Summer Internship	Internship	3
	Marketing Management	Program Core	3		Data Visualization For Managers	Ability Enhancement	2
	Digital Business Tools & Applications	Ability Enhancement	1		Compensation & Payroll Management	Program Core	3
	Management Practices And Organizational Behaviour	Program Core	3		HR Analytics & Technology	Program Core	3
	Talent Acquisition And Development	Program Core	3		Strategic & Advanced Hrm	Program Core	3
	Workplace Psychology	Program Core	3		Professional Communication Skills – 2	Skill Enhancement	1
	Workforce Planning & Collaboration Analytics	Program Core	3		Quantitative Aptitude & Data Interpretation – 2	Ability Enhancement	1
	Strategic Performance Management	Program Core	3		Specialisation Elective – 2	Program Elective	3
	Professional Business Communication	Skill Enhancement	1		Specialisation Elective – 3	Program Elective	3
Semester -2	Research Methodology & Modern Digital Tools	Ability Enhancement	3	Semester-4	Capstone Project	Project	3
	Managerial Economics	Program Core	3		Strategic Management	Program Core	3
	Accounting & Financial Management	Program Core	3		Startup Ecosystem	Ability Enhancement	3
	General Proficiency (Co-Curricular)	Ability Enhancement	1		Industrial Relations & Labour Law	Program Core	3
	Science Of Wellbeing	Program Core	2		Competency Management & Talent Strategy	Program Core	3
	Strategic Hr Development & Organisational Transformation	Program Core	3		Hr Business Process Outsourcing & Consulting Strategies	Program Core	3
	Digital Hr Transformation Using Ai	Ability Enhancement	2		Specialisation Elective – 4	Program Elective	3
	Professional Communication Skills – 1	Skill Enhancement	1		Specialisation Elective – 5	Program Elective	3
	Quantitative Aptitude & Data Interpretation – 1	Ability Enhancement	1				
	Specialisation Elective - 1	Program Elective	3				

Elective Basket			
Semester	Course Name	Course Category	Credits
II	Brand Management	Program Electives (Marketing)	3
II	Industrial Marketing	Program Electives (Marketing)	3
II	International Marketing	Program Electives (Marketing)	3

III	Consumer Behaviour	Program Electives (Marketing)	3
III	Marketing Research and Analytics	Program Electives (Marketing)	3
III	Services Marketing	Program Electives (Marketing)	3
III	Advertising and Sales Promotion	Program Electives (Marketing)	3
III	Modern Marketing Practices	Program Electives (Marketing)	3
IV	Rural Marketing	Program Electives (Marketing)	3
IV	Retail Management	Program Electives (Marketing)	3
IV	Marketing for Social Services	Program Electives (Marketing)	3
IV	Sales and Distribution Management	Program Electives (Marketing)	3
IV	B2B Marketing	Program Electives (Marketing)	3
II	Security Analysis and Portfolio Management	Program Electives (Finance)	3
II	Sustainable Financing	Program Electives (Finance)	3
II	Digital Currencies & Global Monetary Systems	Program Electives (Finance)	3
III	Venture Capital and Private Equity	Program Electives (Finance)	3
III	Management of Financial Institutions	Program Electives (Finance)	3
III	Corporate Finance	Program Electives (Finance)	3
III	Behavioural Finance	Program Electives (Finance)	3
III	Blockchain in Finance	Program Electives (Finance)	3
IV	Financial Services and Markets	Program Electives (Finance)	3
IV	International Finance	Program Electives (Finance)	3
IV	Financial Statement Analytics	Program Electives (Finance)	3
IV	Investment Banking	Program Electives (Finance)	3
IV	Mergers and Acquisitions	Program Electives (Finance)	3
II	Digital Marketing	Program Electives (Analytics And Digital Transformation)	3
II	Database Management	Program Electives (Analytics And Digital Transformation)	3
II	Business Intelligence Tools	Program Electives (Analytics And Digital Transformation)	3
III	Business Analytics	Program Electives (Analytics And Digital Transformation)	3
III	Digital Transformation	Program Electives (Analytics And Digital Transformation)	3
III	Introduction to Cloud Computing	Program Electives (Analytics And Digital Transformation)	3
III	Data Storytelling	Program Electives (Analytics And Digital Transformation)	3
III	Project Management	Program Electives (Analytics And Digital Transformation)	3
IV	Digital Strategy	Program Electives (Analytics And Digital Transformation)	3
IV	Blockchain for Business	Program Electives (Analytics And Digital Transformation)	3
IV	Business Applications of Artificial Intelligence	Program Electives (Analytics And Digital Transformation)	3
IV	AI & Machine Learning	Program Electives (Analytics And Digital Transformation)	3
IV	Disruptive Technology	Program Electives (Analytics And Digital Transformation)	3

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NON TPP Courses			
Semester	**Course Name**	**Course Category**	**Credits**
II	Professional Skills Development	Skill Enhancement	1
II	Quantitative Aptitude and Reasoning	Ability Enhancement	1

NON TPP Courses Basket			
Semester	**Course Name**	**Course Category**	**Credits**
III	Critical Enquiry and Research Methodology	Ability Enhancement	1
III	Academic Writing	Ability Enhancement	1
III	Statistical Data Analysis	Ability Enhancement	1
III	AI & Data-Driven Research	Ability Enhancement	1
III	Research Ethics & Intellectual Property Rights	Skill Enhancement	1
III	Emerging Research Tools and Technologies	Skill Enhancement	1
III	Domain specific Term paper	Skill Enhancement	1
III	Entrepreneurship Mindset	Ability Enhancement	1
III	Marketing & Management Essentials	Ability Enhancement	1
III	Business Strategies & Operations	Ability Enhancement	1
III	Customer Engagement & Organic Growth	Ability Enhancement	1
III	AI Automation & Sustainability	Skill Enhancement	1
III	Finance & Economics Fundamentals	Skill Enhancement	1
III	Business Planning & Legal Basics	Skill Enhancement	1