CHANDIGARH UNIVERSITY
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Program Schemes for MBA-Strategic Human Resources

Cluster: Management **Institute: Apex Institute of Management**

Department: MBA **Type of Program: PG**

SEMESTER-1		
Course Name	**Course Category**	**Credits**
Management Practices and Organisational Behaviour	Program core	3
Marketing Management	Program core	3
Data Analysis & Business Modelling	Ability Enhancement	1
Financial Accounting and Reporting	Program Core	3
Fundamentals Of AI	Program Core	1
Managerial Economics	Program Core	3
Principles And Practices of Banking Operations	Program core	3
Insurance Management	Program core	3
Tally Lab	Program core	1
Professional Business Communication	Skill Enhancement	1

SEMESTER-2		
Course Name	**Course Category**	**Credits**
Financial Management	Program Core	3
Introduction To Generative AI	Ability Enhancement	1
Business Research & Statistical Analysis	Ability Enhancement	3
General Proficiency (Co-Curricular)	Ability Enhancement	1
Credit Analysis and Bank Advances	Program Core	3
Commercial Banking, Laws and Practices	Program Core	3
Financial Analytics	Program Core	1
Specialization Elective - 1	Program Elective	3
Professional Communication Skills – 1	Skill Enhancement	1
Quantitative Aptitude & Data Interpretation – 1	Ability Enhancement	1

SEMESTER-3		
Course Name	**Course Category**	**Credits**
Summer Internship	Internship	3
Visual Analytics	Ability Enhancement	2

Financial Derivates and Risk management	Program Core	3
AI application in BFSI	Program Core	1
Investment Advisory	Program Core	3
Equity Research Analysis	Program Core	2
Professional Communication Skills - 2	Skill Enhancement	1
Quantitative Aptitude and Data Interpretation - 2	Ability Enhancement	1
Specialization Elective – 2	Program Elective	3
Specialization Elective – 3	Program Elective	3

SEMESTER-4		
Course Name	**Course Category**	**Credits**
Capstone Project	Project	3
Strategic Management	Program Core	3
Start-Up Eco System	Ability Enhancement	3
Corporate Taxation	Program Core	3
Project Management	Program Core	3
Forex And Treasury Management	Program Core	3
Specialization Elective – 4	Program Elective	3
Specialization Elective – 5	Program Elective	3

Program Electives			
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	Financial Statement Analytics	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	Sustainable Financing	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

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