

# Syllabus

[Home](#) ► [Programmes](#) ► [MBA](#) ► Syllabus

## Foundation Courses

Foundation courses in the MBA programme are non-credit courses that will help students build strong fundamentals.

## Core Courses

Core courses in the [MBA programme](#) will help students grasp theory and business fundamentals, building a firm bedrock of understanding in subjects such as Industry, Accounting and Finance, Organisational Behaviour, Management, Marketing, Business Analytics, and Business Law.

## Skill Courses

Besides acquiring discipline-related technical competencies, students will also acquire a range of life skills needed to be successful at the workplace: Presenting, Communicating, Critical Reasoning, Etiquette and Conversing, Problem Solving & Consulting.

## Perspective Courses

Perspective courses will help students see the larger picture, contextualize problems correctly, and acquire a better understanding of the core. Some examples of such courses are World Civilisations, Critical Reasoning, and System Thinking.

## Internship

Students would be required to undergo an industry internship at the end of the first year. The internship enables a student to apply the knowledge they received in the first year to a real-world situation.

## MBA (Full Time) Syllabus & Subjects

Module 1



Module 2			
Category	Course Title	Credit	Hours
Foundation	Developing Business Acumen (Understanding Industry and Markets) – II	0	16
Core	Organizational Behaviour	2	32
Core	Managerial Accounting	2	32
Core	Economics for Managers	2	32
Skill	Data Management and Business Intelligence	2	32
Skill	Developing Case Study Skills	1	16
	Total Credits and Hours	9	170

Module 3	+
Module 4	+
Module PS	+
Module 5	+
Module 6	+
Module 7	+
Module 8	+

4	Foundation	0	00.0%
8	PJOE	0	00.0%
14	Core	30	35.0%
6	Skill	8	12.5%

3	Project	12	15.0%
15	Elective	30	37.5%
50	Total Program Credits	80	

## MBA Electives

Consumer Behavior	Advanced Corporate Finance	Talent Acquisition and Management	Advanced Business Research	Lean Six Sigma	Corporate Entrepreneurship
Sales and Distribution Management	Indian Banking and Financial Markets	Compensation Management	Programming for Analytics	Project Management	Social Entrepreneurship
Data Visualization for Managers	Audit Practices & Risk management	Data Visualization for Managers	Data Visualization for Managers	Data Visualization for Managers	Data Visualization for Managers
Brand Management and IMC	Derivatives and Financial Risk Management	Industrial relations and labor legislation	Business Process Automation with MS Excel	Global Supply Chain Management	Bringing Ideas to Market
Marketing at the bottom of the Pyramid	Business Valuation and Financial Modelling	Performance Management and Competency mapping	Predictive Business Analytics	Industry 4.0	Family Business Dynamics
Service Marketing	Mergers and Acquisitions	Conflict & Negotiation	NLP and Text Analytics	Service Operations	SME Funding

Digital and Social Media Marketing	Wealth Management	Building Capability for Performance	Ecosystem for Big Data Analytics	Operations Strategy	Managing Technology & Innovation	
Luxury Management	Private Equity & Venture Capitalists	Organizational Structure &Design	Prescriptive Business Analytics	Advaced Inventory Control	Business Model and Intellectual Property	
Marketing Metrics	Treasury and Forex Management	AI & Human Resource Management	Business Applications of Analytics	Total Quality Management	Venutre Funding	I
Search Engine Optimization and Marketing	Analyzing & Mitigating Risk	Employer Branding	Applied Machine Learning for Business Applications	Operational Leadership	Succession Planning	
Content Marketing	Fixed Income Securities	Strategic HRM	Advances in Analytics (Self Exploration & Entrepreneurial Opportunities)	Integrated Management System	Legal Aspects of Venturing	
UG Admissions Open			ERP	EVENTS	NEWS	VIRTUAL TOUR
			CONTACT			
Assessment						
MBA Programme	Overview	Faculty	Curriculum	Global Leadership Programme	Careers	Admission
Reputation Management	and Investment Strategies	HR Analytics	Decision Making			
International Marketing	Behavioral Finance and Technical analysis	Managing & Leading Organizational Change	Navigating Business Value and Growth with Analytics			

### Elective Subjects (in association with KPMG)

BMU offers a set of electives in Forensic Accounting and Corporate Fraud (in association with **KPMG**).

- ▶ The entire set of electives should be taken by students for being considered for placement with Forensic Practices at the BIG 4 companies (KPMG, Deloitte, PricewaterhouseCoopers, E&Y)

- ▶ Students upon successful completion of the set of electives shall earn a certificate from KPMG
- ▶ **MBA First Year Syllabus:** All students study common courses – the required curriculum – in the first year divided into four modules of 8 weeks duration. The first-year MBA Syllabus comprises 21 core, skill, and perspective courses spanning all areas of management.
- ▶ **MBA Second Year Syllabus:** In the second year, students take up a broad range of core, skill, and elective courses. Elective courses give students the flexibility to extend their learning to subjects beyond the core. They will have the option to study courses in Information Systems, Finance, Human Resources Management, Marketing, and Operations.

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[Haryana Private Universities Act 2006 Amendment \(2012\)](#)

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 BMU Assistance

