



IIMSR

A Unit Of Wales Educational Trust

Imperial Institute of Management Science & Research

MBA in Logistics, Supply Chain & Marketing

Duration: 02 Year

18,000/Sem

Semester: 1

1. Managerial economics
2. Accounting and finance for managers
3. Marketing Management
4. Principles of management and organizational behavior
5. Human resource management

Semester: 3

1. Logistic management
2. Quality management and quality techniques
3. Logistics and supply chain management
4. International marketing
5. Export trade and documentation

Semester: 2

1. Research methods for management
2. Quantitative techniques for management
3. Operations management
4. Retail store and visual merchandising
5. Retail marketing and CRM

Semester: 4

1. Business environment and ethics
2. Marketing Research
3. Marketing Decision Models
4. Marketing Law
5. Strategic Marketing