



**IIMSR**

**Imperial Institute of Management Science & Research**

A Unit Of Wales Educational Trust

## MBA in Finance & Marketing Management

Duration: 02 Year

18,000/Sem

### **Semester: 1**

1. Financial & Management accounting
2. Business Communication
3. Principles of Marketing
4. Quantitative Methods
5. Organizational Behavior

### **Semester: 2**

1. Managerial economics
2. Global Financial Markets and Products
3. Human Resource Management
4. E-Business Fundamentals
5. Consumer Research

### **Semester: 3**

1. Retail Marketing
2. Strategic Management and Business Policy
3. Derivatives & Risk Management
4. Strategic Product Management
5. Multinational Finance

### **Semester: 4**

1. Sales and Distribution Management
2. Service Marketing
3. Marketing Audit
4. Emerging Marketing Concepts
5. Rural Marketing