

Master of Business Administration

VIT-AP School of Business

Programme Credit Structure		Credits							
<b>University Core Courses</b>		<b>14</b>			MGT4211	Indian Financial System	3	0	3
<b>Programme Core Courses</b>		<b>42</b>			MGTxxx	Corporate Valuation	3	0	3
<b>Programme Elective / Specialization Elective</b>		<b>18</b>			MGTxxx	Enterprise Risk Management	3	0	3
<b>University Elective</b>		<b>6</b>			MGTxxx	Behavioral Finance	3	0	3
<b>Total Graded Credit Requirement</b>		<b>80</b>			MGT4212	Financial Services	3	0	3
<b>University Core</b>		<b>14</b>			MGTxxx	Project Management	3	0	3
<b>Course Code</b>		<b>T P C</b>			MGT4209	Operations Research	3	0	3
<b>Course Title</b>					MGT4210	Total Quality Management	3	0	3
Project /Dissertation		0	0	10	MGTxxx	Import and Export Documentation			
Corporate Etiquette and Communication		2	0	2	MGTxxx	Materials Management	3	0	3
Summer Internship/Capstone		0	0	2	MGTxxx	Logistics Management	3	0	3
<b>Programme Core</b>		<b>42</b>			MGTxxx	Supply Chain Management and Strategy	3	0	3
					MGTxxx	Enterprise Resource Planning	3	0	3
MGT4103	Accounting for Decision making	3	0	3	MGTxxx	Strategic Sourcing and E-Procurement	3	0	3
MGT4104	Principles of Management	3	0	3	MGTxxx	Business Process Re-Engineering	3	0	3
MGT4105	Economics for Business Decisions	3	0	3	MGTxxx	Performance Management System	3	0	3
MGT4106	Organizational Behavior	3	0	3	MGTxxx	HR Analytics	3	0	3
MGT4107	Financial Management	3	0	3	MGT4216	Organizational Development and Change Management	3	0	3
MGT4108	Marketing Management	3	0	3	MGTxxx	Training and Development	3	0	3
MGT4109	Human Resource Management	3	0	3	MGTxxx	HR Technology and Digital Transformation	3	0	3
MGT4201	Business Research Methods	3	0	3	MGT4215	Leadership and Team Building	3	0	3
MGT4202	Operations Management	3	0	3	MGTxxx	Talent and Knowledge Management	3	0	3
MGT4203	Strategic Management and Sustainable Business	3	0	3	MGTxxx	Labor Law and Industrial Relations	3	0	3
MGT4204	Legal Aspects of Business	3	0	3	MGTxxx	AI for HRM	3	0	3
MGT4205	Business Statistics for Managers	3	0	3	MGTxxx	Strategic HRM	3	0	3
MGT4206	Management Information System	2	2	3	MGTxxx	Global HRM	3	0	3
MGT4103	Entrepreneurship and Design Thinking	3	0	3	MGTxxx	Compensation Management	3	0	3
<b>Programme Elective</b>		<b>18</b>			MGT4213	Data Visualization and Storytelling	2	2	3
MGT4207	Consumer Behavior	3	0	3	MGT4214	Business Intelligence	2	2	3
MGT4208	Sales and Distribution Management	3	0	3	MGTxxx	Big Data Analytics	3	0	3
MGTxxx	Digital Marketing	3	0	3	MGTxxx	CRM Analytics	3	0	3
MGTxxx	Integrated Marketing Communication	3	0	3	MGTxxx	Supply Chain Analytics	3	0	3
MGTxxx	Customer Relationship Management	3	0	3	MGTxxx	HR Analytics	3	0	3
MGTxxx	Services Marketing	3	0	3	MGTxxx	Financial Analytics	3	0	3
MGTxxx	Retail Marketing	3	0	3	MGTxxx	Operations Analytics	3	0	3
MGTxxx	Brand Management	3	0	3	MGTxxx	Marketing Analytics	3	0	3
MGTxxx	Neuro Marketing	3	0	3	<b>University Elective</b>				
MGTxxx	Health Care Marketing	3	0	3	MGTxxx	Innovation Management	3	0	3
MGTxxx	Rural Marketing	3	0	3	MGTxxx	Corporate Governance and Business Ethics	3	0	3
MGTxxx	International Marketing	3	0	3	MGTxxx	International Business	3	0	3
MGTxxx	AI for Marketing	3	0	3	MGTxxx	Business Environment	3	0	3
MGTxxx	Marketing Analytics	3	0	3					
MGTxxx	Security Analysis and Portfolio Management	3	0	3					
MGTxxx	Financial Analytics	3	0	3					
MGTxxx	Digital Banking Systems	3	0	3					
MGTxxx	Fintech for Business	3	0	3					
MGTxxx	Global Financial Markets	3	0	3					
MGTxxx	Sustainable Finance	3	0	3					
MGTxxx	Financial Derivatives	3	0	3					
MGTxxx	AI for Finance	3	0	3					
MGTxxx	International Finance and Trade	3	0	3					