

Master of Business Administration

VIT-AP School of Business

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