

MMS - Masters in Management Studies

Course Outline

FIRST YEAR

Semester 1	Semester 2
<ul style="list-style-type: none"> • Operations Management • Business Statistics • Managerial Economics • Perspective Management • Financial Accounting <p>Electives:</p> <ol style="list-style-type: none"> 1. Organization Behavior 2. Effective & Management Communication 3. Business Ethics 4. Ecommerce 5. Introduction to creativity & Innovation Management 6. Foreign Language (Other than English) 7. Negotiation & Selling Skills 8. IT Skills for Management & Technology Platform. 9. Information Technology for Management 10. Personal Grooming/Personal Effectiveness 	<ul style="list-style-type: none"> • Marketing Management • Financial Management • Operations Research • Business Research Methods • Human Resource Management <p>Electives:</p> <ol style="list-style-type: none"> 1. Analysis of Financial Statements 2. Cost and Management Accounting 3. Legal and Tax Aspects of Business 4. Business Environment 5. Ethos in Indian Management 6. Intellectual Capital Planning 7. Corporate Social Responsibility 8. Developing Terms & Effective Leadership 9. Entrepreneurship Management 10. Ecommerce

SUMMER TRAINING: Exclusive two months training program at the end of the First year giving an exposure to the students to the corporate world through internship.

SECOND YEAR

Semester 3

<p>Core Papers: International Business Strategic Management</p>	
<p>Marketing Specialization</p> <ul style="list-style-type: none"> • Product and Brand Management • Marketing Strategy • Sales Management • Consumer Behavior • Services Marketing <p>Electives: Any 1</p> <ol style="list-style-type: none"> 1. International Marketing 2. Retail Management 3. CRM 4. Rural Marketing 5. Marketing Research & Analysis 6. Marketing Analytics 7. Distribution & SCM 8. Tourism Marketing 	<p>Finance Specialization</p> <ul style="list-style-type: none"> • Financial Markets and Institutions • Corporate Valuation & Mergers Acquisitions • Financial Regulations • Security Analysis & Portfolio Management • Derivatives & Risk Management <p>Electives: Any 1</p> <ol style="list-style-type: none"> 1. Strategic Cost Management 2. Banking and Financial Services Institutions 3. Wealth Management 4. Investment Banking 5. Infra & Project Finance

<ul style="list-style-type: none"> 9. Event Management 10. Digital Marketing 11. Healthcare Marketing 	<ul style="list-style-type: none"> 6. Commodities Market 7. Mutual Fund 8. Financial Modelling 9. International Finance
<p>HR Specialization</p> <ul style="list-style-type: none"> • Training and Development • Compensation and Benefits • Labor Law & Implications on Industrial Relations • Competency based HRM and Performance Management • HR Planning & Applications of Technology in HR <p>Electives: Any 1</p> <ol style="list-style-type: none"> 1. Personal Growth Laboratory 2. OSTD 3. HR Analytics 4. HR Audit 5. Global HRM 6. Employee Relations, Labor Law & Alternate Dispute Resolution 7. Employee Branding & Employer Value Proposition 	<p>Operations Specialization</p> <ul style="list-style-type: none"> • Supply Chain Management • Operations Analytics • Service Operations Management • Manufacturing Resource Planning & Control • Materials Management <p>Electives: Any 1</p> <ol style="list-style-type: none"> 1. World Class Manufacturing Practices 2. Business Process Re-engineering and Benchmarking 3. Technology Management including Manufacturing Strategy 4. Strategic Operations Management 5. Industrial Engineering Applications & Management 6. TQM 7. International Logistics 8. Quantitative Methods in Operations 9. Productivity Management
<p>Systems Specialization</p> <ul style="list-style-type: none"> • Software Engineering • Enterprise Resource Planning • Knowledge Management • Database Management System • Big Data & Business Analytics <p>Electives: Any 1</p> <ol style="list-style-type: none"> 1. Cloud Computing & Virtualization 2. Information System Security & Audit 3. Digital Business 4. Data Mining & Business Intelligence 5. IT Consulting 6. Software Project Management 7. Governance of Enterprise IT & Compliance 8. Cyber laws & Managing Enterprise IT Risk 9. International Finance 	

Semester 4

<p>Core Papers: Project Management Capstone Projects</p>	
<p>Marketing Specialization</p> <ul style="list-style-type: none"> • Integrated Marketing Communication • B2B Marketing • International Marketing • Trends in Marketing 	<p>Finance Specialization</p> <ul style="list-style-type: none"> • Commercial Banking • Business Analytics • Venture Capital & Private Equity

HRM Specialization

- OD and Change Management
- Strategic HRM
- Management of Corporate Social Responsibility in Organizations

Operations Specialization

- Operations Applications & Cases
- Strategic Sourcing & Supply Management
- Operations Outsourcing & Offshoring

Systems Specialization

- Strategic Information Technology Management
- Systems Applications & Case Study
- Managing Technology Business and IT Resource Management