

Master of Business Administration

The Master of Business Administration is a two year full-time degree program from Amity University.

MBA	
Course Structure – Core Courses	
Semester 1	Semester 2
<ul style="list-style-type: none"> Organization Behaviour Accounting for Management Economic Analysis Marketing Management Information Technology for Managers Quantitative Techniques in Management Legal Aspects of Business Business Communication –I Behavioural Science – I Foreign Business Language – I French German Spanish Japanese Chinese 	<ul style="list-style-type: none"> Human Resource Management Financial Management International Business and Practices Marketing Research Operations Management Management Science Knowledge Management Managerial Competency & Career Development (Non-Credit course) Business Communication – II Behavioural Science – II Foreign Business Language – II French German Spanish Japanese Chinese
Common Subjects – Core Courses	
Semester 3	Semester 4
<ul style="list-style-type: none"> Strategic Management Managing Excellence (Non Credit Course) Business Communication – III Behavioural Science – III Foreign Language – III French German Spanish Japanese Chinese Summer Internship (Evaluation) 	<ul style="list-style-type: none"> Management in Action – Social, Economic & Ethical Issues Business Communication – IV Behavioural Science – IV Foreign Language – IV French German Spanish Japanese Chinese Dissertation (Commencing Sem – III)

ELECTIVE (Any six courses out of any two programmes in a combination of 4+2 or 3+3)

ENTREPRENEURSHIP & LEADERSHIP	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Entrepreneurship Process & Behaviour • Innovation in Business & Enterprise • Evaluating Business Opportunities • Emerging Business Sectors and Technologies 	<ul style="list-style-type: none"> • Managing Corporate Entrepreneurship • Family Business Management • Small Business Management and Strategies • Financing New Ventures and Businesses

FINANCE & ACCOUNTING	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Cost and Management Accounting • Project Planning, Appraisal and Control • International Finance • Management of Financial Services • Security Analysis & Portfolio Management 	<ul style="list-style-type: none"> • Corporate Tax Planning • Financial Engineering • Management of Financial Institutions • Strategic Financial Management • Commercial Banking

HUMAN RESOURCE	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Industrial Relations & Labour Laws • Organizational Change and Development • Performance & Competency Management • Talent Acquisition and Development • Strategic Human Resource Management 	<ul style="list-style-type: none"> • Compensation and Reward Management • Measurement in Human Resource • Global Human Resource Management • Organizational Design & Structural Processes • Managerial Counselling

INTERNATIONAL BUSINESS

Semester 3	Semester 4
<ul style="list-style-type: none"> • International Trade Finance • International Commodity Management • International Economics and Policy • International Trade Procedures & Documentation • Foreign Exchange Management 	<ul style="list-style-type: none"> • Foreign Trade Policy • International Supply Chain Management • International Cross Culture & Diversity Management • Global Outsourcing : Issues & Perspective • Global Business Operations

INSURANCE MANAGEMENT	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Application of General Insurance • Life Insurance – Underwriting & Claims • Regulatory Framework of Insurance • Risk Management & Insurance 	<ul style="list-style-type: none"> • Commercial Insurance Underwriting & Operations • Insurance Accounts & Fund Management • Insurance Marketing & Client Management • Product Development & Pricing

INFORMATION TECHNOLOGY	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Business Process System • Management of Software Projects • Decision Support & Business Intelligence Systems • Service Oriented Architecture & IT Service Management • Web-enabled Business Processes 	<ul style="list-style-type: none"> • System Analysis and Design • Enterprise Management • Information Security & Risk Management • Marketing of IT Solutions • Software Quality Assurance

MARKETING & SALES	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Consumer Behaviour • Distribution & Logistics Management • Sales Management • Product & Brand Management • Rural Marketing 	<ul style="list-style-type: none"> • Advertising and Sales Promotion • Customer Relationship Management • Industrial Marketing • International Marketing • Marketing of Services

OPERATIONS MANAGEMENT

Semester 3	Semester 4
<ul style="list-style-type: none"> • Management of Technology and Innovation • Supply Chain Management • Project Management • Manufacturing Competitiveness • Total Quality and Competitive Advantage 	<ul style="list-style-type: none"> • Service Operations Management • Operations Strategy • Lean Six Sigma • Facility Planning and Total Productive Maintenance • Process Analysis and Theory of Constraints

RETAIL MANAGEMENT	
Semester 3	Semester 4
<ul style="list-style-type: none"> • Fundamentals of Retailing • Merchandising Management • Retail Supply Chain & Logistics Management • Franchising in Retailing • Retailing of Insurance Products and Financial Services 	<ul style="list-style-type: none"> • Mall Dynamics and Real Estate Management • Visual Merchandising and Space Planning • Retail Sales and Category Management • Retail Branding and CRM • E-Retailing