

MBA Syllabus (Alard University, Pune)

Semester I

GENERIC CORE (GC) COURSES		
Course Code	Course Title	Credits
GC – 01	Financial Accounting for Managers	3
GC – 02	Organizational Behaviour	3
GC – 03	Economic Analysis for Business Decisions	3
GC – 04	Business Research Methods	3
GC – 05	Basics of Marketing	3
GC – 06	Digital Business Systems	3
Skill Enhancement (SE)Course		
SE - 07	Verbal Communication Lab	3
GENERIC ELECTIVES (GE) COURSES		
Any 2 courses to be selected from the following list		
GE - 01	Management Fundamentals	3
GE - 02	Indian Economy	3
GE - 03	Entrepreneurship Development	3
GE - 04	Essentials of Psychology for Managers	3
GE - 05	Legal Aspects of Business	3
Total Credits		27

Semester II

GENERIC CORE (GC) COURSES		
Course Code	Course Title	Credits
GC – 01	Marketing Management	3
GC – 02	Financial Management	3
GC – 03	Human Resources Management	3
GC – 04	Operations & Supply Chain Management	3
Skill Enhancement (SE)Course		

SE - 05	Written Analysis and Communication Lab	3
GENERIC ELECTIVES (GE) COURSES		
Any 2 courses to be selected from the following list		
GE -01	Contemporary Frameworks in Management	3
GE -02	Geopolitics & World Economic Systems	3
GE -03	Start Up and New Venture Management	3
GE -04	Qualitative Research Methods	3
GE -05	Business, Government & Society	3
Specialization Core Courses		
Marketing Management (MKT)		
MKT- 01	Marketing Research	3
MKT- 02	Consumer Behaviour	3
MKT- 03	Integrated Marketing Communications	3
Financial Management (FIN)		
FIN - 01	Financial Markets and Banking Operations	3
FIN - 02	Personal Financial Planning	3
FIN - 03	Securities Analysis & Portfolio Management	3
Resource Management (HRM)		
HRM – 01	Competency Based Human Resource Management	3
HRM – 02	Employee Relations & Labour Legislation	3
HRM – 03	Labour Welfare	3
Operations & Supply Chain Management (OSCM)		
OSCM - 01	Services Operations Management	3
OSCM - 02	Supply Chain Management	3
OSCM - 03	Logistics Management	3
Business Analytics (BA)		
BA - 01	Basic Business Analytics using R	3
BA - 02	Data Mining	3
BA - 03	Machine Learning	3
Total Credits		30

Semester III

GENERIC CORE (GC) COURSES		
Course Code	Course Title	Credits
GC – 01	Strategic Management	3
GC – 02	Decision Science	3
GC – 03	Summer Internship Project*	10
GENERIC ELECTIVES (GE) COURSES		
Any 2 courses to be selected from the following list		
GE -01	International Business Economics	3
GE -02	International Business Environment	3
GE -03	Project Management	3
GE -04	Knowledge Management	3
GE -05	Corporate Governance	3
Major Specialization Courses		
Marketing Management (MKT)		
MKT- 01	Services Marketing	3
MKT- 02	Sales & Distribution Management	3
MKT- 03	Business to Business Marketing	3
Financial Management (FIN)		
FIN - 01	Advanced Financial Management	3
FIN - 02	International Finance	3
FIN - 03	Derivative Markets	3
Resource Management (HRM)		
HRM – 01	Strategic Human Resource Management	3
HRM – 02	HR Operations	3
HRM – 03	Performance Management System	3
Operations & Supply Chain Management (OSCM)		
OSCM - 01	Services Operations Management	3
OSCM - 02	Logistics Management	3

OSCM - 03	Digital Manufacturing and Analytics	3
Business Analytics (BA)		
BA - 01	Advanced Statistical Methods using R	3
BA - 02	Machine Learning & Cognitive intelligence using Python	3
BA - 03	Social Media Analytics	3
Total Credits		31

Minor Specialization (Optional)

Rural & Agri -Business Management (RABM)		
Core course		
RABM – 01	Agriculture and Indian Economy	2
Elective courses		
RABM – 02	Rural Credit and Finance	2
RABM – 03	Rural Marketing - I	2

Pharma & Health Care Management (PHCM)		
Core course		
PHCM- 01	Fundamentals of Pharma and Healthcare Management	2
Elective courses		
PHCM- 03	Strategic Planning & Healthcare Management	2
PHCM- 04	Information Technology in Pharma and Healthcare	2

Tourism & Hospitality Management (THM)		
Core course		
THM – 01	Fundamentals of Hospitality Management	2
Elective courses		
THM - 03	Event Management	2
THM - 04	Tourism Planning & Development	2

International Business Management (IB)		
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Core course		
IB – 01	Import Export Documentation and Procedures	2
Elective courses		
IB - 03	Cross Cultural Management and Global Leadership	2
IB - 04	International Business and Employment Laws	2

Semester IV

GENERIC CORE (GC) COURSES		
Course Code	Course Title	Credits
GC – 01	Enterprise Performance Management	3
GC – 02	Corporate Governance and Ethics	3
GC – 03	Conflict and Negotiation	3
GENERIC ELECTIVES (GE) COURSES		
Any 2 courses to be selected from the following list		
GE -01	Global Strategic Management	3
GE -02	Technology Competition and Strategy	3
GE -03	Cyber Laws	3
GE -04	Corporate Social Responsibility & Sustainability	3
Major Specialization Courses		
Marketing Management (MKT)		
MKT- 01	Strategic Marketing Management	3
MKT- 02	Tourism & Hospitality Marketing	3
MKT- 03	Customer Relationship Management	3
Financial Management (FIN)		
FIN - 01	Investment Banking	3
FIN - 02	Financial Risk Management	3
FIN - 03	Current Trends & Cases in Finance	3
Resource Management (HRM)		
HRM – 01	International Human Resource Management	3
HRM – 02	Labour Legislation	3

HRM – 03	Current Trends & Cases in Human Resource Management	3
Operations & Supply Chain Management (OSCM)		
OSCM - 01	Enterprise Risk Management	3
OSCM - 02	Financial Perspectives in Operations	3
OSCM - 03	Supply Chains & Logistics	3
Business Analytics (BA)		
BA - 01	Artificial Intelligence in Business Applications	3
BA - 02	Economics of Network Industries	3
BA - 03	E Commerce Analytics	3
Total Credits		24

Minor Specialization (Optional)

Rural & Agri -Business Management (RABM)		
Core course		
RABM – 01	ICT for Agriculture Management	2
Elective courses		
RABM – 05	Agri – Entrepreneurship	2
RABM – 06	Rural Marketing II	2

Pharma & Health Care Management (PHCM)		
Core course		
PHCM- 01	Pharma and healthcare regulatory environment in India	2
Elective courses		
PHCM- 02	Pharmaceutical Import and Export	2
PHCM- 03	Entrepreneurship in Pharma and Healthcare	2

Tourism & Hospitality Management (THM)		
Core course		
THM – 01	Tourism & Travel Management	2
Elective courses		

THM - 02	Strategic Hospitality Management	2
THM - 03	Revenue Management	2

International Business Management (IB)		
Core course		
IB – 01	Global Trade and Logistics Management	2
Elective courses		
IB - 02	Global Competitiveness, Value Chains and Alliances	2
IB - 03	International Banking and Foreign Exchange Management	2

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