

**Visvesvaraya Technology University (VTU)**

**MASTER OF BUSINESS ADMINISTRATION**

**I SEMESTER**

Name of the Subject
Management & Behavioural Process
Managerial Economics
Statistics for Management
Accounting for Managers
Management Information Systems
Marketing Management
Business Communication

**II SEMESTER**

Name of the Subject
Quantitative Techniques for Management
Indian Business Environment
Financial Management
Business law
Human Resource Management
Business Research Methods
International Business Management

**III SEMESTER**

Name of the Subject
Management Accounting & Control Systems
Operations Management

**III SEMESTER- ELECTIVE (MARKETING)**

Subject
Business Marketing
Sales & Retail Management
Consumer Behaviour
Service Marketing

**III SEMESTER- ELECTIVE (HUMAN RESOURCES)**

Subject
Organizations Design & Organization Development
Legal Environment and Industrial Legislations
Performance Management & Competency Mapping
Personal Growth & Inter- Personal Effectiveness

**III SEMESTER- ELECTIVE (FINANCE)**

Subject
Advanced Financial Management
Security Analysis & Portfolio Management
Mergers, acquisitions & corporate restructuring
Merchant Banking & Financial Services

**IV SEMESTER – CORE SUBJECTS**

Name of the Subject
Change and Knowledge Management
Entrepreneurial Development
Supply Chain Management
<b>Project Work</b>

**IV SEMESTER- ELECTIVE (MARKETING)**

Subject
Rural Marketing
Strategic Brand Management
Integrated Marketing Communications
International Marketing Management

**IV SEMESTER- ELECTIVE (HUMAN RESOURCES) SEMESTER- ELECTIVE (FINANCE)**

Subject
International Human Resource Management
Recruitment, Selection & Compensation Management
Learning & Development
Organizational Leadership

**IV**

Subject
Project Appraisal Planning & Control
International Financial Management
Risk Management
Tax Management