



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
Master of Business Administration – 2025
As per UGC NEP 2020

SEMESTER-I

Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits	Course levels
						CIA	TEE			
1	MBA17400	Data-Driven Decisions in Business Economics	2	0	2	40	60	100	3	400
2	MBA17401	AI-Assisted Business Communication and Soft Skills	2	0	2	40	60	100	3	400
3	MBA10402	Legal and Business Environment	3	0	0	40	60	100	3	400
4	MBA17403	Financial and Sustainability Accounting	2	0	2	40	60	100	3	400
5	MBA10404	Management Processes and Organizational Behaviour	3	0	0	40	60	100	3	400
6	MBA17405	Digital Business and E-Commerce Platforms	2	0	2	40	60	100	3	400
7	MBA17500	Business Analytics and AI for Decision-Making	2	0	2	40	60	100	3	500
8	MBA19501	Business Intelligence Tools Lab	0	0	4	40	60	100	2	500
9	MBA18502	Mini Project on Real-World Business Problem	0	0	0	40	60	100	4	500
TOTAL			16	0	14	360	540	900	27	

SEMESTER – II

Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits	Course levels
						CIA	TEE			
1	MBA27406	Financial Markets, FinTech and Services	2	0	2	40	60	100	3	400
2	MBA27407	Marketing Management in AI and Digital Era	2	0	2	40	60	100	3	400
3	MBA20408	Operations and Supply Chain Management	3	0	0	40	60	100	3	400
4	MBA20409	Human Resources and Talent Management	3	0	0	40	60	100	3	400
5	MBA27410	Business Research Methods and Analytics Tools	2	0	2	40	60	100	3	400
6	MBA20411	Corporate Strategy and Sustainability	3	0	0	40	60	100	3	400
7	MBA27503	Corporate Finance and Valuation	2	0	2	40	60	100	3	500
8	MBA20504	Quantitative Techniques and Optimization	3	0	0	40	60	100	3	500
9	MBA29505	Business Cases and Simulation Lab	0	0	2	40	60	100	1	500
TOTAL			20	0	10	360	540	900	25	



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SEMESTER – III

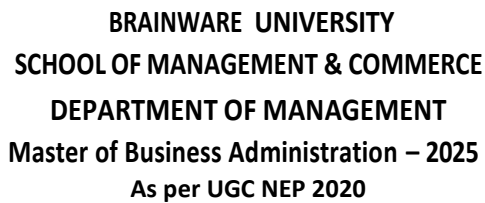
Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits	Course levels
						CIA	TEE			
1	MBA37506	Project Management and Entrepreneurial Venture	2	0	2	40	60	100	3	500
2	MBA38510	Corporate Immersion and Industry Project	0	0	0	0	100	100	8	500
3	Specializations*		As per the Annexure I							
4	Minor**									
TOTAL						200	400	600	23	

SEMESTER – IV

Sl. No.	Course Code	Course Name	L	T	P	Evaluation Scheme		Total	Credits	Course levels
						CIA	TEE			
1	MBA48514	Capstone Research Project	0	0	0	40	60	100	12	500
2	MBA48515	Comprehensive Viva Voce	0	0	0	0	100	100	3	500
3	Specializations*		As per the Annexure II							
4	Minor**									
TOTAL						200	400	600	27	

Guidelines for Specialization and Corporate Immersion

- i. **Specializations and minor**
 - a. The specialization selected by a student at the beginning of the third semester will remain the same for the fourth semester.
 - b. There will be flexibility in the selection of minor courses in III and IV semesters.
 - c. Courses of specializations and minor will be as per ANNEXURE I and ANNEXURE II.
- ii. **Corporate Immersion and Industry Project**
 - a. The Corporate Immersion shall commence immediately upon the conclusion of the Term End Examination (TEE) of the second semester.
 - b. The Corporate Immersion will be integrated with a real-world business problem project.
 - c. Students must strictly adhere to the internship schedule and guidelines as notified by the department.
- iii. **The department reserves the right not to offer such specializations or minor courses, if they are chosen by too few students.**



*Specialization Courses- III Semester										
Specialization -Marketing										
Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Levels
						CIA	TEE			
1	MBA37507A	Sales, Channel Analytics and CRM Tools	2	0	2	40	60	100	3	500
2	MBA37508A	Integrated Marketing Communication in Digital Era	2	0	2	40	60	100	3	500
3	MBA37509A	Product Innovation and Brand Management	2	0	2	40	60	100	3	500
NOTE: THESE WILL BE OFFERED AS SPECIALIZATION FOR MARKETING & MINOR FOR REST OF THE SPECIALIZATIONS (EXCEPT MARKETING).										
Specialization -Finance										
1	MBA37507B	Financial Analytics with R and Python	2	0	2	40	60	100	3	500
2	MBA37508B	Investment Analysis and Portfolio Management	2	0	2	40	60	100	3	500
3	MBA37509B	Technical Analysis of Stock	2	0	2	40	60	100	3	500
NOTE: THESE WILL BE OFFERED AS SPECIALIZATION FOR FINANCE & MINOR FOR REST OF THE SPECIALIZATIONS (EXCEPT FINANCE).										
Specialization -Human Resource Management										
1	MBA37507C	HR Analytics	2	0	2	40	60	100	3	500
2	MBA37508C	Manpower Planning and Talent Acquisition	2	0	2	40	60	100	3	500
3	MBA37509C	Performance, Rewards and Compensation Design	2	0	2	40	60	100	3	500
NOTE: THESE WILL BE OFFERED AS SPECIALIZATION FOR HUMAN RESOURCE MANAGEMENT & MINOR FOR REST OF THE SPECIALIZATIONS (EXCEPT HUMAN RESOURCE MANAGEMENT).										
Specialization- Digital Marketing										
1	MBA37507D	Digital Tools and Analytics	2	0	2	40	60	100	3	500
2	MBA37508D	Digital Transformation Strategy	2	0	2	40	60	100	3	500
3	MBA37509D	Digital Customer Experience Design	2	0	2	40	60	100	3	500
NOTE: THESE WILL BE OFFERED AS SPECIALIZATION FOR DIGITAL MARKETING & MINOR FOR REST OF THE SPECIALIZATIONS (EXCEPT DIGITAL MARKETING).										
Specialization- Business Analytics										
1	MBA39507E	Data Visualization with Tableau and Power BI	0	0	6	40	60	100	3	500
2	MBA37508E	Fundamentals of Data Science and AI	2	0	2	40	60	100	3	500
3	MBA37509E	Competitive Advantage through Analytics	2	0	2	40	60	100	3	500
NOTE: THESE WILL BE OFFERED AS SPECIALIZATION FOR BUSINESS ANALYTICS & MINOR FOR REST OF THE SPECIALIZATIONS (EXCEPT BUSINESS ANALYTICS).										
Specialization- Operations Management										
1	MBA37507F	Logistics and Supply Chain Analytics	2	0	2	40	60	100	3	500
2	MBA37508F	Quality Management with Lean and Six Sigma	2	0	2	40	60	100	3	500
3	MBA37509F	Digital Management Control Systems	2	0	2	40	60	100	3	500
NOTE: THESE WILL BE OFFERED AS SPECIALIZATION FOR OPERATIONS MANAGEMENT & MINOR FOR REST OF THE SPECIALIZATIONS (EXCEPT OPERATIONS MANAGEMENT).										



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ANNEXURE-II

Specializations Courses- IV Semester

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Level
						CIA	TEE			

Specialization -Marketing

1	MBA47511A	Services and Digital Marketing	2	0	2	40	60	100	3	500
2	MBA40512A	Consumer Behavior and Neuromarketing	3	0	0	40	60	100	3	500
3	MBA40513A	Rural and Inclusive Marketing	3	0	0	40	60	100	3	500

****A subject with similar content (but same credit) to the above-mentioned subjects may be offered through MOOC.**

Specialization -Finance

1	MBA47511B	Taxation and Financial Compliance	1	0	4	40	60	100	3	500
2	MBA47512B	Derivatives, Crypto and International Finance	1	0	4	40	60	100	3	500
3	MBA47513B	Behavioural Finance	2	0	2	40	60	100	3	500

****A subject with similar content (but same credit) to the above-mentioned subjects may be offered through MOOC.**

Specialization -Human Resource Management

1	MBA40511C	Team Leadership and Organizational Culture	3	0	0	40	60	100	3	500
2	MBA40512C	Strategic HR and Workforce Transformation	3	0	0	40	60	100	3	500
3	MBA40513C	Organization Change and Agility	3	0	0	40	60	100	3	500

****A subject with similar content (but same credit) to the above-mentioned subjects may be offered through MOOC.**

Specialization -Digital Marketing

1	MBA47511D	Campaign Management	2	0	2	40	60	100	3	500
2	MBA47512D	Digital Marketing Operations and Automation	2	0	2	40	60	100	3	500
3	MBA47513D	Lead Generation and CRM Automation	2	0	2	40	60	100	3	500

****A subject with similar content (but same credit) to the above-mentioned subjects may be offered through MOOC.**

Specialization -Business Analytics

1	MBA47511E	Predictive and Prescriptive Analytics	2	0	2	40	60	100	3	500
2	MBA47512E	Advanced Statistical and Machine Learning Methods	2	0	2	40	60	100	3	500
3	MBA47513E	Functional Analytics (HR, Marketing and Finance)	2	0	2	40	60	100	3	500

****A subject with similar content (but same credit) to the above-mentioned subjects may be offered through MOOC.**

Specialization -Operations Management

1	MBA47511F	Business Process Reengineering	2	0	2	40	60	100	3	500
2	MBA40512F	Smart Inventory and Warehouse Management	3	0	0	40	60	100	3	500
3	MBA40513F	Global Trade and Export-Import Management	3	0	0	40	60	100	3	500

****A subject with similar content (but same credit) to the above-mentioned subjects may be offered through MOOC.**