

## **MBA Marketing Management**

### **I Year**

- 1 Management Principles
- 2 Quantitative Methods in Business
- 3 Organization Behavior
- 4 Management Accounting
- 5 Managerial Economics
- 6 Legal System in Business
- 7 Research Methodology & Communication
- 8 Applied Operation Research
- 9 Human Resources Management
- 10 Marketing Management

### **II Year**

- 1 Production and Material Management
- 2 Financial Management
- 3 Computer Languages for management
- 4 Business Policy and Strategic Management
- 5 Management Information Systems and Electronic data Processing
- 6 International Marketing
- 7 Marketing Research and Consumer Behavior
- 8 Advertising Management and Sales Promotion
- 9 Sales Management and Distribution Management
- 10 Services marketing
- 11 Project & Viva Voce