

KHANDELWAL COLLEGE

of Management, Science & Technology, Bareilly

Awarded as "Top Education Brand Northern India"

MBA in (Marketing & Finance)





Semester Wise Subjects in the Entire Curriculum as per AKTU

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow

MBA 1st Year

MBA 1st Semester (ODD)	MBA 2nd Semester (EVEN)
1 Business Communication	1 Business Environment & Legal Aspect of Business
2 Business Statistics and Analytics	2 Human Resource Mangement
3 Management Concept & Organization Behavior	3 Financial Management & Corporate Finance
4 Managerial Economics	4 Operation Management
5 Financial Accounting and Analytics	5 Quantitative Techniques For Managers
6 Marketing Management	6 Digital Marketing & E - Commerce
7 Design Thinking	7 Management Information System
8 IT Skills	8 Business Research Methods

MBA 2nd Year

MBA 3rd Semester (ODD)	MBA 4th Semester (EVEN)
1 Strategic Management	1 Emerging Tech. in Global Business Envt
2 Innovation & Entrepreneurship	2 B2B & Services Marketing
3 Human Values & Ethics	3 Sales & Retail Management
4 Consumer Behavior And Marketing Communication	4 Social Media & Web Analytics
5 Marketing Analytics	5 Foreign Exchange & Risk Management
6 Investment Analysis and Portfolio Management	Financial & Credit Risk Analytics
7 Financial Planning & Tax Management	7 Financial Derivatives

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