

KHANDELWAL COLLEGE

of Management, Science & Technology, Bareilly

Awarded as "Top Education Brand Northern India"

MBA in (Marketing & HR)





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 International Human Resource Management
3 Human Values & Ethics	3 HR Analytics
4 Consumer Behavior And Marketing Communication	Performance & Reward Management
5 Marketing Analytics	5 B2B & Services Marketing
6 Talent Management	6 Sales & Retail Management
7 Employee Relations and Labour Laws	7 Social Media & Web Analytics

Campus: KCMT Puram, 14th km. Kalapur Pilibhit Road Near Rithora, Bareilly (U.P.) Post - Izzatnagar - 243122 Head Office: 2 & 3, Janakpuri, Opp. Ram Janki Mandir, Bareilly - 243001 | Ph: 0581-2300486

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