

KHANDELWAL COLLEGE

of Management, Science & Technology, Bareilly

Awarded as "Top Education Brand Northern India"

MBA in (Marketing & IB)





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 Logistics |
| 3 Human Values & Ethics | 3 Cross Cultural Management |
| 4 Consumer Behavior And Marketing Communication | 4 International Trade Laws |
| 5 Marketing Analytics | 5 B2B & Services Marketing |
| 6 International Business Management | 6 Sales & Retail Management |
| 7 Export - Import Documentation | 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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