

# MBA in (Marketing & IB)



## MBA

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 Management
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 Envnt
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