

The IIS University
CURRICULUM MBA (Dual Specialization)

<p>Trimester - I</p> <ul style="list-style-type: none"> • Principles and Practices of Management • Organizational Behavior • Principles of Marketing Management • Fundamentals of Humane Resource Management • Business Environment • Business Communication & Soft Skills 	<p>Trimester - II</p> <ul style="list-style-type: none"> • Quantitative Applications in Management • Micro Economics • Marketing Management • Human Resource Management • Fundamentals of Financial Management • Accounting for Managers 	
<p>Trimester - III</p> <ul style="list-style-type: none"> • Production & Operation Management • Macro Economics • Information Technology for Management • Research Methodology in Management • Financial Management • Management Accounting 	<p>Trimester - IV</p> <ul style="list-style-type: none"> • Summer Training Project Report • Business Laws • Functional Electives (Two from each specialization) 	
<p>Trimester - V</p> <ul style="list-style-type: none"> • Project Management & Appraisal • Rural Management • Functional Electives (Two from each specialization) 	<p>Trimester - VI</p> <ul style="list-style-type: none"> • Business Policy & Strategic Management • Corporate Governance & Business Ethics • Entrepreneurship • Functional Electives (One from each specialization) 	
Marketing - Functional Electives		
<p>Trimester IV- The IIS University (Any Two)</p> <p>Product & Brand Management Consumer Behavior Customer Relationship Marketing Rural Marketing</p>	<p>Trimester V- The IIS University (Any Two)</p> <p>Retail Marketing Integrated Marketing Communication Sales and Distribution Management International Marketing</p>	<p>Trimester VI- The IIS University (Any One)</p> <p>Business to Business Marketing Internet Marketing Marketing of Services</p>
Finance - Functional Electives		
<p>Trimester IV- The IIS University (Any Two)</p> <p>Investment Management & Portfolio Analysis Financial System and Capital Market Operations Insurance Management Banking Services Operations</p>	<p>Trimester-V- The IIS University (Any Two)</p> <p>Financial Derivatives Fixed Income Market & Analysis Management of Financial Services Retail Banking</p>	<p>Trimester-VI- The IIS University (Any One)</p> <p>Mergers & Acquisitions and Corporate Restructuring International Finance & Forex Management Legal Aspects of Banking & Insurance</p>
Human Resource (HR) - Functional Electives		
<p>Trimester IV- The IIS University (Any Two)</p> <p>Organization Development: Nature, Origin and Process Employee Recruitment and Selection Compensation Management Performance Management & Retention Strategies</p>	<p>Trimester V- The IIS University(Any Two)</p> <p>International Human Resource Management Strategic Human Resource Management Learning & Development Managerial Effectiveness</p>	<p>Trimester VI- The IIS University (Any One)</p> <p>HR Planning & Information System Employment Laws Industrial Relations</p>
Information Technology & Systems Functional Electives		
<p>Trimester IV- The IIS University (Any Two)</p> <p>Computer Applications in Management System Analysis & Design Information Technology Strategy Introduction to Database Management System</p>	<p>Trimester V- The IIS University (Any Two)</p> <p>Information Technology Infrastructure Management Software Engineering & Project Management e-Business Knowledge Management</p>	<p>Trimester VI- The IIS University (Any One)</p> <p>Management Information System Business Process Re-engineering Enterprises Resource Planning</p>
International Business Functional Electives		
<p>Trimester IV-The IIS University (Any Two)</p> <p>Foreign Trade Policy of India International Marketing Management Global Financial Markets and Instruments Foreign Language For Business-I (German / French)</p>	<p>Trimester V-The IIS University (Any Two)</p> <p>Export-Import Procedures and Documentation International Financial Management International Supply Chain Management and Logistics Foreign Language For Business-II (German / French)</p>	<p>Trimester VI-The IIS University (Any One)</p> <p>International Human Resource Management Forex Management and Currency Derivatives International Marketing Research</p>
Production and Operation Management		
<p>Trimester IV- The IIS University (Any Two)</p> <p>Operations Strategy Services Operations Supply Chain Management & Logistics Operations Research</p>	<p>Trimester V- The IIS University (Any Two)</p> <p>Quantitative Models for Logistics and Transportation Management Advanced Data Analysis Materials Management Total Quality Management</p>	<p>Trimester VI- The IIS University (Any One)</p> <p>Production Planning & Control Advanced Operations Research Business Process Re-engineering in Operations and Production Management</p>