

MBA in (Marketing & IT)



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	Database Management System
3	Human Values & Ethics	3	Cloud Computing for Business
4	Consumer Behavior And Marketing Communication	4	Business Data Warehousing & Data Mining
5	Marketing Analytics	5	B2B & Services Marketing
6	Data Analytics for Business Decision	6	Sales & Retail Management
7	AI & ML for Business	7	Social Media & Web Analytics