

COEP TECHNOLOGICAL UNIVERSITY
DEPARTMENT OF MANAGEMENT STUDIES
MBA With Four Specialization 2024-26 Batch

SEMESTER I- (24-26)

Program Core Courses-PCC

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Marketing Management				2
2	PCC-2		Human Resource Management				2
3	PCC-3		Operations Management				2
4	PCC-4		Financial Management				2
5	PCC-5		Introduction to Business Analytics				2
6	PCC-6		Economics (Micro/Macro)				2
7	PCC-7		Financial Accounting				2
8	PCC-8		Statistics				2

Total Credits for PCC **16**

Program Generic Courses

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PGC-1		Doing Business in India				1
2	PGC-2		Effective Communication				1
3	PGC-3		Self Awareness & Personality Development				1
4	PGC-4		Introduction to Case studies in GM				1

Total Credits for PEC **4**

Total Credits for Sem I **20**

SEMESTER II

Program Core Courses-PCC

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Legal Aspects of Business				2
2	PCC-2		Research Methodology				2
3	PCC-3		Project Management				2
4	PCC-4		Management Accounting				2
5	PCC-5		Management information System				2
6	PCC-6		Introduction to R/Python				2
7	PCC-7		Design & Strategic Thinking				2
Total Credits for PCC							14

Program Generic Courses

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PGC-1		Company and Sectorial Analysis				1
2	PGC-2		Current Business Environment				1
3	PGC-3		Presentation Skills				1
4	PGC-4		Case Studies				1
Total Credits for PEC							4

Program Specialization Courses-Finance Sp

Sr. No.	Course Type	Course Code	Course Name	T			Credits
				L	T	P	
FINANCE							
1	PSC-1		Financial Management & Institution				2
2	PSC-2		Security Analysis and Portfolio Management				2
3	PSC-3		Corporate Finance				2
4	PSC-4		Micro Finance and Social Banking				2
Total Credits for SEC							8

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
Program Specialization Courses -Marketing							
1	PSC-1		Consumer Behaviour				2
2	PSC-2		Market Research				2
3	PSC-3		Sales and Distribution Management				2
4	PSC-4		Digital Marketing				2
Total Credits for PSC							8

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
Program Specialization Courses -Human Resource Management							
1	PSC-1		Employment related Laws				2
2	PSC-2		Learning and Development				2
3	PSC-3		Talent Acquisition				2
4	PSC-4		Compensation and Reward Management				2
Total Credits for PSC							8

Program Specialization Courses -Operations Management				Teaching			Credits
				L	T	P	
1	PSC-1		Logistics Management				2
2	PSC-2		Supply Chain and Operation Management				2
3	PSC-3		Ware house Management				2
4	PSC-4		Material Management				2
Total Credits for SEC							8
Total Credits for Sem II							26

SEMESTER III

Program Core Courses-PCC

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
1	PCC-1		Strategic Management				2
2	PCC-2		Intro to Startup/MSME etc				2
3	PCC-3		AI & Machine Learning for Business Growth				2
4	PCC-4		Innovation Management				2
5	PCC-5		Business and Commercial Laws				2
6	PCC-6		Business Forecasting				2
7	PCC-7		Internship Project				3
Total Credits for PCC							15

Program Specialization Courses-Finance

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
1	PSC-1		Mergers and Acquisitions				2
2	PSC-2		Advanced Corporate Finance				2
3	PSC-3		Derivatives Management				2
4	PSC-4		Wealth Management				2
Total Credits for PSC							8

Program Specialization Courses-

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
MARKETING							
1	PSC-1		Integrated Marketing Communication				2
2	PSC-2		Rural Marketing				2
3	PSC-3		Brand and Advertising Management				2
4	PSC-4		Customer Relationship Management				2
Total Credits for PSC							8

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
Program Specialization Courses-HRM							
1	PSC-1		OD and Change Management				2
2	PSC-2		Performance Management System				2
3	PSC-3		Industrial Relations				2
4	PSC-4		Assessment Centers and HRD Tools				2
Total Credits for PSC							8

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
Program Specialization Courses-Operations Management							
1	PSC-1		Lean Six sigma				2
2	PSC-2		Services of operation Management				2
3	PSC-3		Quality Management				2
4	PSC-4		ERP Modules & Integration				2
			Total Credits for PSC				8
				Total Credits for Sem III			23

SEMESTER IV							
Program Core Courses-PCC							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Corporate Governance & Ethics				2
2	PCC-2		Data Security and Cyber Laws				2
3	PCC-3		Global Business Environment				2
4	PCC-4		Leadership and Strategic Thinking				2
5	PCC-5		Conflict and Negotiation				2
6	PCC-6		Business Simulations				2
7	PCC-7		Dissertation				3
Total Credits for PCC							15
Program Specialization Courses -Finance Spealisation							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PSC-1		Insurance Management				2
2	PSC-2		Taxation				2
3	PSC-3		International Finance				2
4	PSC-4		Financial Risk Management				2
Total Credits for PEC							8
Program Specialization Courses -Marketing Spealisation							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PSC-1		Retail and E Commerce				2
2	PSC-2		Service Marketing				2
3	PSC-3		B to B Marketing				2
4	PSC-4		International Marketing				2
Total Credits for PEC							8

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
Program Specialization Courses - HR Spealisation							
1	PSC-1		HR Analytics				2
2	PSC-2		Current Trends In HR				2
3	PSC-3		International HRM				2
4	PSC-4		People Management				2
Total Credits for PEC							8

Program Specialization Courses - Operations Management				Teaching Scheme			Credits
				L	T	P	
1	PSC-1		Theory of Constraints				2
2	PSC-2		Outsourcing Delivery				2
3	PSC-3		Enterprise Risk Management				2
4	PSC-4		Technology / ERP In Operation				2
Total Credits for PSC							8
Total Credits for Sem IV							23

Total Credits For MBA With Four Specialization (20+26+23+23)=92