

Master of Business Administration - Marketing Management (MBA –Marketing Management) 2018

SCHEME: Semester I

CODE	SUBJECT	LECTURES	CREDITS	TOTAL	
1001	Managerial Economics	2	4	100	Professional Ethics
1002	Business Communication	1	2	50	Professional Ethics
1003	Financial Reporting, Statements and Analysis	2	4	100	Professional Ethics
1004	Marketing Management	2	4	100	Professional Ethics
1005	Computer Applications for Business	2	4	100	Professional Ethics
1006	Managerial Skills for Effectiveness	2	4	100	Professional Ethics
1007	Organizational Behavior	2	4	100	Professional Ethics Human Value
1008	Business Statistics and Analytics for Decision Making	2	4	100	Professional Ethics
		15	30	750	

SCHEME : Semester II

CODE	SUBJECT	LECTURE S	CREDITS	TOTAL	
2001	Indian Economy and Policy	2	4	100	Professional Ethics
2002	Legal and Business Environment	2	2	50	Human Values
2003	Corporate Finance	2	4	100	Professional Ethics

2004	Business Research Methodology	2	4	100	Professional
2005	Operations Management	2	4	100	Ethics
2006	Project Management	2	4	100	Professional
2007	Human Resource Management	2	4	100	Human Value Professional Ethics
2008	Quantitative Techniques	2	4	100	Professional Ethics
		16	30	750	

SCHEME: Semester III

CODE	SUBJECT	LECTURES	CREDITS	TOTAL	
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	2	4	100	Professional Ethics Human Values Sustainability
3002	Entrepreneurship and Sectoral Specialization	2	4	100	Professional Ethics Human Values Sustainability
3003	Summer Internship		6	100	
3004	Integrated Marketing Communication	2	4	100	Professional Ethics Human Values Gender
3005	Product and Brand Management	2	4	100	Professional Ethics
3006	Services Marketing	2	4	100	Sustainability
3007	Retail Management	2	4	100	Professional Ethics
3008	Digital and Social Media Marketing	2	4	100	Professional Ethics
		14	34	800	

SCHEME: Semester IV

CODE	SUBJECT	LECTURES	CREDITS	TOTAL	
4001	Corporate Strategy	2	4	100	Professional Ethics Human Value Sustainability -
4002	Sales and Distribution Management	2	4	100	Professional Ethics
4003	Consumer Behaviour & Advanced Marketing Research	2	4	100	Professional Ethics Human Values
4004	B2B Marketing	2	4	100	Professional Ethics
4005	International Marketing	2	4	100	Professional Ethics
4006	Marketing to base of Pyramid consumers	1	2	50	Professional Ethics Human Values Environment Sustainability
4007	Research Project (Year Long Project)		4	100	Professional Ethics Human Values Sustainability
		11	26	650	

Meera Phans

DIRECTOR
JANKIDEVI BAI INSTITUTE
OF MANAGEMENT STUDIES
 SNDT Women's University,
 Str. Vithaldas Thackersey Vihar,
 Juhu Road, Santacruz (West),
 Mumbai-400 049.