

| New Horizon College of Engineering | | | | |
|--|---------------|--------------------|--|----------------|
| MBA Structure - 2022-2024 | | | | |
| Sl No | Course | Course Code | Course Title | Credits |
| 1st Semester | | | | |
| 1 | PCC | 22MBA11 | Management Principles, Concepts and Applications | 4 |
| 2 | PCC | 22MBA12 | Business Economics and Environment | 4 |
| 3 | PCC | 22MBA13 | Data Analysis And Decision Making | 4 |
| 4 | PCC | 22MBA14 | Management Accounting | 4 |
| 5 | PCC | 22MBA15 | Marketing Management | 4 |
| 6 | PCC | 22MBA16 | Human Resource Management | 4 |
| 7 | PCC | 22MBA17 | Managerial Communication | 1 |
| Total | | | | 25 |
| 2nd Semester | | | | |
| 1 | PCC | 22MBA21 | Operations Management | 4 |
| 2 | PCC | 22MBA22 | Financial Management | 4 |
| 3 | PCC | 22MBA23 | Business Intelligence and Analytics | 4 |
| 4 | PCC | 22MBA24 | Entrepreneurship Development | 4 |
| 5 | PCC | 22MBA25 | Indian Ethos & Corporate governance | 4 |
| 6 | PCC | 22MBA26 | Corporate Interface & Professional Development | 1 |
| 7 | PCC | 22MBA27 | Business Tools & Applications | 2 |
| 8 | PCC | 22MBA28 | Corporate Exposure- Seminar | 2 |
| Total | | | | 25 |
| 3rd Semester (Major & Minor Specialization) | | | | |
| 1 | PCC | 22MBA31 | Managing Digital Business | 4 |
| 2 | PCC | 22MBA32 | Supply Chain Management | 4 |
| 3 | PEC | | Specialization from Major 1 | 4 |
| 4 | PEC | | Specialization from Major2 | 4 |
| 5 | PEC | | Specialization from Major 3 | 4 |
| 6 | OEC | | Specialization from Minor 1 | 4 |
| 7 | PCC | 22MBA33 | Internship | 4 |
| 8 | SEC | 22MBA34 | Societal Project | 0 |
| Total | | | | 28 |
| 4th Semester (Major & Minor Specialization) | | | | |
| 1 | PCC | 22MBA41 | Competition & Strategy | 3 |
| 2 | PCC | 22MBA42 | Innovation & Design Thinking | 3 |
| 3 | PEC | | Specialization from Major 4 | 3 |
| 4 | PEC | | Specialization from Major 5 | 3 |
| 5 | OEC | | Specialization from Minor 2 | 3 |
| 6 | PCC | 22MBA43 | Project Work | 7 |
| Total | | | | 22 |
| GRAND TOTAL (1+2+3+4) | | | | 100 |

New Horizon College of Engineering

Department of Management Studies

Major & Minor Specialisations Papers

| <i>Sl No</i> | <i>Semester</i> | <i>Marketing Elective</i> | <i>Code</i> |
|--------------|-----------------|--------------------------------------|-------------|
| 1 | 3 | Sales & Distribution Management | 22MBAMM311 |
| 2 | | Global Retail Management | 22MBAMM312 |
| 3 | | Consumer Psychology and Analytics | 22MBAMM313 |
| 4 | 4 | Digital Marketing Tools & Strategies | 22MBAMM411 |
| 5 | | Marcomms @ Work | 22MBAMM412 |

| <i>Sl No</i> | | <i>Finance Elective</i> | <i>Code</i> |
|--------------|---|---|-------------|
| 1 | 3 | Investment management | 22MBAFM321 |
| 2 | | Direct & Indirect Taxation | 22MBAFM323 |
| 3 | | Financial Decision Making | 22MBAFM323 |
| 4 | 4 | International Finance | 22MBAFM421 |
| 5 | | Financial Derivatives and Risk Management | 22MBAFM422 |

| <i>Sl No</i> | | <i>HR Elective</i> | <i>Code</i> |
|--------------|---|---|-------------|
| 1 | 3 | Human Resource Metrics and Analytics | 22MBAHR331 |
| 2 | | Strategic Talent Management | 22MBAHR332 |
| 3 | | Creating High Performance Organizations | 22MBAHR333 |
| 4 | 4 | Organization Design and Development | 22MBAHR431 |
| 5 | | Leadership in Digital Era | 22MBAHR432 |

| <i>Sl No</i> | | <i>Operations Elective</i> | <i>Code</i> |
|--------------|---|---------------------------------|-------------|
| 1 | 3 | Service Operations Management | 22MBAOM341 |
| 2 | | Innovations in TQM | 22MBAOM342 |
| 3 | | Demand Analysis and Forecasting | 22MBAOM243 |
| 4 | 4 | Business Process Improvement | 22MBAOM441 |
| 5 | | Project Management Essentials | 22MBAOM442 |

| <i>Sl No</i> | | <i>Decision Science Elective</i> | <i>Code</i> |
|--------------|---|--|-------------|
| 1 | 3 | Business Analytics & Intelligence | 22MBABA351 |
| 2 | | Data Visualization using Tabelau & Story telling | 22MBABA352 |
| 3 | | Spreadsheet Model for Business Decisions | 22MBABA353 |
| 4 | 4 | Data science doctrine | 22MBABA451 |
| 5 | | Managing ERP in digital age | 22MBABA452 |

Note:

Subject shown in grey boxes will be offered in minor specialization respectively