

Vishwakarma University (VU), Pune

Master of Business Administration (MBA) 2 Years – 4 Semesters Full Time Programme Effective from AY 2024 – 2025

Programme Structure (NEP) Choice Based Credit System (CBCS) and Grading System Outcome-Based Education

Semester I

Marketing Management	
Financial Reporting, Statements & Analysis	
Managerial Economics	
Entrepreneurship Development	
DSEC-01	Corporate Communication
DSEC-02	CSR Sustainability
Advance Excel (Skill Based)	Digital Business Management
Research Methodology	Event Management

Semester II

Operations and Supply Chain Management	
Statistics for Decision Making	
Legal Aspects of Business	
Financial Management	
DSEC-03	Design Thinking and Business Innovation
DSEC-04	Basics of Business Analysis
MOOCs (Online Certification)	Indian Constitution and Human Rights
Organizational Behaviour & HRM	Happiness Positivity

Semester III & IV

Strategic Management		Indian Ethos and Business Ethics
Project Management		DSCC-3 – Core Course
DSCC-1 – Core Course		DSCC-4 – Core Course
DSCC-2 – Core Course		DSEC-7 – Elective Course
DSEC-5 – Elective Course		DSEC-8 – Elective Course
DSEC-6 – Elective Course		Research Project with Publication
Internship Project (Industrial Learning)		

MBA Specialization Baskets

Financial Management

Semester	Course Type	Name of the Course
3	DSC	Direct Tax & Compliances
3	DSC	Corporate Finance
4	DSC	Indirect Tax & Compliances
4	DSC	Strategic Financial Management
3	DSE	Financial Markets & Services
3	DSE	Financial Risk Management
3	DSE	Investment Banking
3	DSE	Financial Modelling
4	DSE	FinTech
4	DSE	International Finance
4	DSE	Retail Banking & Micro Finance
4	DSE	Financial Instruments and Derivatives

Operations and Supply Chain Management

Semester	Course Type	Name of the Course
3	DSC	Business Process Reengineering
3	DSC	Operations & Supply Chain Strategy
4	DSC	Lean Manufacturing
4	DSC	Operations & Supply Chain Planning & Control
3	DSE	Sustainable Manufacturing, Operations and Supply Chains
3	DSE	Total Quality Management
3	DSE	Supply Chain Analytics
3	DSE	Services Operations Management
4	DSE	Quality Management standards
4	DSE	Performance Improvement tools
4	DSE	Technology & Innovations in Operations Management
4	DSE	Vendor & Supplier Relationship Management

Marketing Management

Semester	Course Type	Name of the Course
3	DSC	Consumer Behaviour
3	DSC	Integrated Marketing Communication
4	DSC	Digital Marketing
4	DSC	Product and Brand Management
3	DSE	Selling and Negotiation
3	DSE	Sales and Channel Management
3	DSE	B2B Marketing
3	DSE	Marketing Analytics
4	DSE	Customer Relationship Management
4	DSE	Retail Management
4	DSE	Marketing Strategy
4	DSE	Social Media Marketing and web analytics

Business Analytics

Semester	Course Type	Name of the Course
3	DSC	Essentials of Business Analytics
3	DSC	Business Analytics using R
4	DSC	Data visualization using Tableau
4	DSC	Advanced Statistical Methods using R
3	DSE	Machine Learning & Cognitive Intelligence
3	DSE	Essentials of Power BI
3	DSE	Marketing and Retail Analytics
3	DSE	Network Analytics for Business Analytics
4	DSE	Story Telling and Social media analytics
4	DSE	Business Intelligence
4	DSE	Predictive analytics and Modelling
4	DSE	Social Media, Web & Text Analytics

Human Resources Management

Semester	Course Type	Name of the Course
3	DSC	Knowledge Management and Competency Mapping
3	DSC	Industrial Relations & Labour legislation
4	DSC	Performance Management System
4	DSC	Leadership and Capacity Building
3	DSE	HR-Analytics
3	DSE	Talent Acquisition and Management
3	DSE	Public Relations & Corporate Communications
3	DSE	Workforce Diversity Management
4	DSE	Compensation & Benefits Management
4	DSE	Organizational Design & Development
4	DSE	Corporate Human Capital Strategy (Strategic HRM)
4	DSE	Training & Development