

**COEP Technological University**  
**Department of Management Studies(MBA)**  
**School of Transdisciplinary Sciences and Management**  
**Syllabus –Academic Year (2023-24)**  
**Batch (2023-25)**  
**Semester I**

**Program Core Courses-PCC for MBA- GM\* & BA\*\***

<b>Sr. No</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>
1	PCC-1		Fundamentals of Management (PPM, OB &	3
2	PCC-2		Business Economics (Micro & Macro)	3
3	PCC-3		Accounting for Business Decisions	3
4	PCC-4		Marketing Management	3
5	PCC-5		Business Statistics & Research Methodology	3
6	PCC-6		Managerial Communication Skills	2
			<b>Total Credits</b>	<b>17</b>

**Program Elective Courses-PEC Common for MBA- GM & BA (Any 4 of 5)**

<b>Sr. No</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>
1	PEC-1		Design & Critical Thinking	2
2	PEC-2		Enterprise Analysis	2
3	PEC-3		Entrepreneurship Development	2
4	PEC-4		Data Visualization	2
5	PEC-5		Foreign Language 1 (Spanish)	2
			<b>Total Credits</b>	<b>8</b>
			<b>Total Credits for Sem I</b>	<b>25</b>

## Semester II

### Program Core Courses-PCC for MBA

Sr No	Course Type	Course Name	Credits
1	PCC-1	Introduction to Financial Management	2
2	PCC-2	Introduction to HRM	2
3	PCC-3	Operations Management	2
4	PCC-4	Legal Aspects of Business	2
5	PCC-5	Management information System	2
6	PCC-6	Introduction to Business Analytics	2
		<b>Total Credits for PCC</b>	<b>12</b>

### **Generic Courses - Common for MBA- GM & BA**

Sr No	Course Type	Course Name	Credits
1	PEC-1	Presentation Skills	1
2	PEC-2	Company Analysis	1
3	PEC-3	Preparation for Internship Project	1
4	PEC-4	People Management	1
		<b>Total Credits for PEC</b>	<b>4</b>

### Specialization Elective Courses-Finance Sp

Sr No	Course Type	Course Name	Credits
1	SEC-1	Financial Management & Institution	2
2	SEC-2	Security Analysis and Portfolio Management	2
3	SEC-3	Corporate Finance	2
4	SEC-4	Micro Finance and Social Banking	2
		<b>Total Credits</b>	<b>8</b>

### Specialization Elective Courses- ENTREPRENEURSHIP Sp

Sr No	Course Type	Course Name	Credits
1	SEC-1	Business in India	2
2	SEC-2	Venture and Private Equity Funding	2
3	SEC-3	Social Media Analytics	2

4	SEC-4	Lean Startup	2
		<b>Total Credits</b>	<b>8</b>

**Specialization Elective Courses- BUSINESS ANALYTICS Sp**

<b>Sr No</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
1	SEC-1	Data Science and Machine Learning	2
2	SEC-2	Applied Statistics for decision making	2
3	SEC-3	Modern Data Management Systems	2
4	SEC-4	Business Analytics with Python and R programming	2
		<b>Total Credits</b>	<b>8</b>
		<b>Total Credits for Sem II</b>	<b>24</b>

### **SEMESTER III**

#### **Program Core Courses-PCC for MBA**

<b>Sr No</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
1	PCC-1	Strategic Management	2
2	PCC-2	Project Management	2
3	PCC-3	Innovation Management	2
4	PCC-4	Business Forecasting	2
5	PCC-5	Conflict & Negotiation	2
6	PCC-6	HR Analytics	2
7		Internship Project Presentation	3
		<b>Total Credits for PCC</b>	<b>15</b>

#### **Generic Courses - Common for MBA- GM & BA**

<b>Sr No</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
1	PEC-1	Case Studies in GM	1
2	PEC-2	Sectorial Analysis/ Economic Outlook	1
3	PEC-3	Global Business Environment	1
		<b>Total Credits</b>	<b>3</b>

#### **Specialization Elective Courses-SEC- Finance**

<b>Sr No</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
1	SEC-1	Merger and Acquisition	2
2	SEC-2	Advanced Corporate Finance	2
3	SEC-3	Derivative Market	2
4	SEC-4	Wealth Management	2
		<b>Total Credits</b>	<b>8</b>

### **Specialization Elective Courses- ENTREPRENEURSHIP Sp**

<b>Sr No</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
1	SEC-1	Digital Marketing	2
2	SEC-2	Consumer Behaviour	2
3	SEC-3	Market Research	2
4	SEC-4	E-Commerce/Retail Management	2
		<b>Total Credits</b>	<b>8</b>

### **Specialization Elective Courses- BUSINESS ANALYTICS Sp**

<b>Sr No</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
1	SEC-1	Data Engineering and Knowledge Management	2
2	SEC-2	Big Data Analytics	2
3	SEC-3	Digital Marketing and Web Analytics	2
4	SEC-4	Predictive Analytics and ML Models	2
		<b>Total Credits</b>	<b>8</b>
		<b>Total Credits for Sem III</b>	<b>26</b>

## SEMESTER IV

### Program Core Courses-PCC for MBA

Sr No	Course Type	Course Name	Credits
1	PCC-1	Business Forecasting	2
2	PCC-2	Corporate Governance and Business Ethics	2
3	PCC-3	Strategic Thinking	2
4	PCC-4	Dissertations	2
		<b>Total Credits for PCC</b>	<b>8</b>

### Specialization Elective Courses- Finance(Sp)

Sr No	Course Type	Course Name	Credits
1	SEC-1	Insurance Management	2
2	SEC-2	Taxation	2
3	SEC-3	International Finance	2
4	SEC-4	Financial Risk Management	2
		<b>Total Credits</b>	<b>8</b>

### Specialization Elective Courses- ENTREPRENEURSHIP Sp

Sr No	Course Type	Course Name	Credits
1	SEC-1	Service Marketing	2
2	SEC-2	Digital Marketing II	2
3	SEC-3	Project Finance	2
4	SEC-4	Brand Management	2
		<b>Total Credits</b>	<b>8</b>

**Specialization Elective Courses- BUSINESS ANALYTICS Sp**

<b>Sr No</b>		<b>Course Name</b>	<b>Credits</b>
1	SEC-1	Data Security and Cyber Law	2
2	SEC-2	Time series forecasting	2
3	SEC-3	Data Insights and Visualisations	2
4	SEC-4	Data Science and Machine Learning for Business Analytics	2
		<b>Total Credits</b>	<b>8</b>
		<b>Total Credits for Sem IV</b>	<b>16</b>

Total Credits
Semester I- 25
Semester II-24
SemesterIII-26
Semester IV-16
Total Credits-91