

Program Structure and Teaching Scheme

The **MBA** program is a future-ready, industry-integrated curriculum delivered across four semesters over two academic years, totalling 102 credits. Each semester blends core theoretical learning, practical skill development, specialization-specific courses, and experiential learning modules—aligned with NEP 2020, AICTE guidelines, and global business trends.

The proposed structure may be changed/modified as per industry demand by the University Authorities at any time.

Component Type	Total Credits	The program is structured across four semesters (two academic years). Each semester consists of a balanced mix of core theoretical learning, skill development labs, experiential learning modules, and specialization papers. The teaching scheme ensures a blend of foundational knowledge, applied skills, global exposure, and domain-specific expertise. The academic credit load ranges from 22 to 28 credits per semester, summing to a total of 102 credits upon program completion. In addition to coursework, students engage in immersive internships, capstone simulations, case study analysis, industry talks, and MOOC-based learning. Students are introduced to practical and professional elements such as communication labs, CXO talk series, social responsibility labs, startup discovery challenges, and global business simulations.
Core Courses	26	
Skill Labs	20	
Specialization	24	
Experiential Learning	20	
MOOCs	8	
Value-Added Modules	4	
Total	102	

Each student in the **MBA** program selects a specialization track comprising 8 focused papers (3 credits each), strategically distributed across all four semesters: **Total Specialization Credits: 8 papers × 3 credits = 24 Credits**

FinTech, Banking & Insurance

Designed for future leaders in financial innovation, digital banking, and risk management across banking and insurance ecosystems.

- Foundation of FinTech & Digital Banking
- AI & Automation in Financial Services
- Blockchain and Digital Payments
- Financial Risk and Fraud Analytics
- WealthTech and InsurTech
- Green Finance and Compliance
- Behavioural Finance and Digital Credit
- Global Financial Markets & Policy

Marketing & E-Commerce

For professionals targeting strategic brand leadership, digital commerce, and consumer experience innovation in an online-first economy.

- Foundation of Digital Marketing & Branding
- Marketing Automation & CRM
- E-Commerce Strategy and Analytics
- Brand Storytelling in the Digital Era
- Media & Influencer Management
- Neuromarketing and Buyer Science
- Retail Experience Design
- Cross-Cultural Marketing & Exports

People Management & HR Analytics

For those aiming to build future-ready organizations through people strategy, analytics, and digital HR practices.

- Foundation of People Strategy & Work Culture
- Talent Acquisition & Employer Branding
- HR Analytics and Metrics
- Organizational Development & Change
- Performance & Compensation Management
- AI Tools for Human Capital
- Learning Design & Digital L&D
- Industrial Relations & Labour Laws

Digital Business & Artificial Intelligence

Equipping managers with strategic tools to lead digital enterprises powered by AI, ML, and emerging tech platforms.

- Foundation of Digital Business Models
- AI for Business Strategy
- Machine Learning for Managers
- Digital Transformation Roadmaps
- Tech-Enabled Innovation Management
- Prompt Engineering and Generative AI

- Digital Ethics & Governance
- Business Intelligence Platforms

Agri-Business & Rural Entrepreneurship

Targeted at future agripreneurs and policy-driven leaders in sustainable agriculture and rural innovation.

- Foundation of Agri-Business Systems
- Agri-Value Chain Management
- Agro-Tech and Rural Markets
- Microfinance & Social Enterprise
- Food Processing & Policy Ecosystems
- Rural Marketing Strategies
- Sustainable Agriculture & Climate Policy
- Agri Export & Logistics

Pharmaceutical & Healthcare Management

Integrating healthcare operations, health economics, and digital transformation in global pharma and wellness sectors.

- Foundation of Healthcare Ecosystems
- Pharma Sales and Distribution
- Healthcare Operations and Hospital Systems
- Health Economics & Policy
- Digital Health & HealthTech
- Public Health & Pandemic Preparedness
- Regulatory Affairs & Quality Compliance
- Global Healthcare Markets

Global Trade & Logistics Management

Preparing professionals to manage international trade dynamics, logistics, and policy risks in global value chains.

- Foundation of Global Trade Dynamics
- Export-Import Procedures and Policy
- Supply Chain Optimization with AI
- International Procurement & Sourcing
- Port & Cargo Logistics
- Smart Logistics & Mobility
- Trade Finance and Global Risk
- Geo-Economics & Trade Diplomacy