

Masters of Management Studies (MMS)

Program Structure: The first semester is combined for all specialisations and one is required to select their specialisation in the 2nd semester itself.

Number of Seats: 120 + 1*(J & K Migrant)

MMS Course Outline:

Semester 1

1. Operations Management
2. Business Statistics
3. Managerial Economics
4. Perspective Management
5. Effective and Management Communication
6. Financial Accounting
7. Information technology for Management
8. Negotiation and Selling skills

Semester 2

1. Marketing Management
2. Operations Research
3. Financial Management
4. Human Resource Management
5. Legal Aspects of Business & Taxation
6. Business Research Methods
7. Analysis of Financial Statements
8. Entrepreneurship Management

Summer Training

Students have to undergo a compulsory 2 month summer internship program after the end of First Year to get an experience of the corporate world in their area of interest.

Semester 3

Core Papers

1. International Business
2. Strategic Management

HR

1. HR Planning and Application of Technology in HR
2. Labour laws and Implications on Industrial Relations
3. Competent Based HRM and Performance Management
4. Training and Development
5. HR Analytics
6. Compensation and Benefits

Marketing

1. Sales Management
2. Marketing Strategy
3. Service Marketing
4. Product and Brand Management
5. Marketing Analysis
6. Consumer Behaviour

Operations

1. Operations Analytics
2. Supply Chain Management
3. Manufacturing Resource Planning and Control
4. Materials Management
5. Service Operations Management
6. Strategic Operations Management

Finance

1. Financial Markets and Institutions
2. Financial Regulations
3. Corporate Valuation & Mergers and Acquisitions
4. Securities and Portfolio Management
5. Derivatives and Risk Management
6. Financial Modelling

Semester 4

1. Project Management
2. Final Project
3. HR (any one)
 - a) OD and Change Management
 - b) Strategic HRM
 - c) Management of Corporate Social Responsibility in organizations
4. Marketing (any one)
 - a) Integrated Marketing Communications
 - b) Business to Business Marketing
 - c) International Marketing
 - d) Trends in Marketing
5. Operations (any one)
 - a) Operations Applications and Cases
 - b) Strategic Sourcing in Supply Management
 - c) Operations Outsourcing & Offshoring
6. Finance (any one)
 - a) Commercial Banking
 - b) Business Analytics
 - c) Venture Capital and Private Equity

For more information:-

Contact us: 7387577770

Mail us: bitanduta@gmail.com