

UNIVERSITY
GWALIOR • MP • INDIA

“ CELEBRATING DREAMS ”

SCHOOL OF MANAGEMENT AND COMMERCE

Master of Business Administration

Dual Specialization

Department/Subject Specific Elective (DSE) Cluster

The School of Management is pleased to offer a diverse array of specialization courses tailored to meet the needs of students in Finance, Marketing, Human Resource Management, and Decision Science. Each elective subject has been designed to foster critical thinking, problem-solving skills, creativity, and practical application. Furthermore, we have integrated interdisciplinary elements to encourage holistic learning and equip students with a well-rounded skill set essential for success in today's dynamic world.

Marketing-Specific Elective Cluster

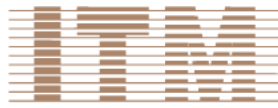
Marketing: In the Marketing specialization, students will explore consumer behavior, strategic marketing planning, digital marketing, and brand management. This course will help you understand market dynamics and develop strategies to reach and engage target audiences.

Marketing Specialization Cluster		
Subject Code	Subject	Credit
MBA MM- 301	Consumer Behavior	3
MBA MM- 302	Sales & Distribution Management	3
MBA MM- 303	Digital Marketing	3
MBA MM- 304	Social Media Marketing	3
MBA MM- 305	Advertising and Sales Promotion Management	3
MBA MM- 306	Brand Management	3
MBA MM- 307	Service Marketing	3
MBA MM- 308	Customer Relationship Management	3
MBA MM- 309	International Marketing	3
MBA MM- 310	Retail Management	3
MBA MM- 311	Rural and Agricultural Marketing	3
MBA MM- 312	International Marketing	3

Finance-Specific Elective Cluster

Finance: Our Finance specialization covers critical topics such as investment analysis, corporate finance, risk management, and financial markets. You will learn to make informed financial decisions, analyze market trends, and manage financial resources effectively.

Finance Specialization Cluster		
Subject Code	Subject	Credit
MBA FM- 301	Corporate Valuation	3
MBA FM- 302	Financial Modeling	3
MBA FM- 303	Financial Statement Analysis	3
MBA FM- 304	Security Analysis and Portfolio Management	3
MBA FM- 305	Management of Financial Institutions & Services	3
MBA FM- 306	Behavioural Finance	3
MBA FM- 307	International Finance	3
MBA FM- 308	Private Equity and Venture Capital	3
MBA FM- 309	Banking and Financial Services	3
MBA FM- 310	Direct and Indirect Tax	3
MBA FM- 311	Cost Accounting	3
MBA FM- 312	Risk and Insurance Management	3
MBA FM- 313	Foreign Exchange Management	3
MBA FM- 314	Algorithmic Trading	3



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Human Resource Management Specific Elective Cluster

Human Resource Management: This specialization focuses on talent acquisition, employee development, performance management, and organizational behavior. You will gain insights into managing human capital, fostering a positive work environment, and aligning HR practices with business goals.

Human Resource Management Specialization Cluster		
Subject Code	Subject	Credit
MBA HR- 301	Industrial Relations and Labour Laws	3
MBA HR- 302	Strategic Human Resource Management	3
MBA HR- 303	HR Analytics	3
MBA HR- 304	Diversity and Inclusion	3
MBA HR- 305	Talent Management	3
MBA HR- 306	Leadership Development	3
MBA HR- 307	Performance and Compensation	3
MBA HR- 308	Management Lessons from Bhagavat Gita	3
MBA HR- 309	Negotiation and Conflict Resolution	3
MBA HR- 310	Compensation and Benefits	3
MBA HR- 311	Organizational Development and Change Management	3
MBA HR- 312	International HRM	3
MBA HR- 313	Measuring HRM	3
MBA HR- 314	Design thinking in HR	3

Data Science-Specific Elective Cluster

Data Science: This specialization focuses on advanced data analysis, machine learning, and data visualization. You will gain expertise in extracting actionable insights from large datasets, applying predictive models to forecast trends, and visualizing complex data to support decision-making. The cluster covers essential topics such as data mining, statistical analysis, and algorithm development, equipping you with the skills to drive data-driven strategies and innovations in various industries. You will learn to leverage cutting-edge tools and techniques to address real-world challenges and make data-informed decisions that align with business objectives.

Human Resource Management Specialization Cluster		
Subject Code	Subject	Credit
MBA DS- 301	Foundation of Data Analysis	3
MBA DS - 302	Foundations of Time Series	3
MBA DS - 303	Applied Machine Learning	3
MBA DS - 304	Advanced Regression Methods	3
MBA DS - 305	Deep Learning	3
MBA DS - 306	Natural Language Proccession/ Large Language Models	3
MBA DS - 307	Reinforcement Learning	3
MBA DS - 308	Data Science for Marketing	3
MBA DS - 309	Data Science for Finance	3
MBA DS - 310	Data Science for Human Resource Management	3
MBA DS - 311	Introduction to Machine Learning	3
MBA DS - 312	Introduction to R	3

SCHOOL OF MANAGEMENT AND COMMERCE

ELECTIVE CLUSTERS

(Other than DSE)

Each elective subject has been designed to foster critical thinking, problem-solving skills, creativity, and practical application. Furthermore, we have integrated interdisciplinary elements to encourage holistic learning and equip students with a well-rounded skill set essential for success in today's dynamic world.

S.No.	Clusters of Courses	Nature of Credit
1.	Value added courses	Audit
2.	Training and augmentation courses	Audit
3.	Indian Knowledge System courses	Academic/Audit, depending on their approved nature.
4.	Performer's courses	Academic/Audit, depending on their approved nature

Value-Added Courses		
Subject Code	Subject	Hours
VAC- 101	Writing Business Plan	30
VAC- 102	SPSS for Data Analysis	30
VAC- 103	Financial Modelling through Excel	30
VAC- 104	Use of EViews in Financial Modelling	30
VAC- 105	Introduction to R	30
VAC- 106	Social Entrepreneurship	30
VAC- 107	Statistics with Python	30

Training & Augmentation Courses
Offered in arrangement with Industries

Indian Knowledge System Courses		
Subject Code	Subject	Credit
IKS – 101	Indian Economic Thought and Practices	2
IKS – 102	Gandhian Philosophy and Sustainable Business Practices	2
IKS – 103	Indian Philosophical Foundations of Management	2
IKS – 104	Folklore and Cultural Traditions in Marketing	2
IKS – 105	Indigenous Entrepreneurship Models in India	2
IKS – 106	Indian Philosophy and Business Ethics	2
IKS – 107	भारतीय दर्शन : प्रमुख अवधारणाएँ	2
IKS – 108	भारतीय सामाजिक अवधारणाएँ	2
IKS – 109	भारतीय राजनतिक चिन्तन-परम्परा	2
IKS – 110	भारतीय साहित्य परम्परा	2
IKS – 111	भारतीय चिन्तन में अहिंसा	2
IKS – 112	वैकल्पिक प्रौद्योगिकी (तकनीकी)	2
IKS – 113	मानवाधिकार	2
IKS – 114	स्वराज्य	2
IKS – 115	भारत का विज्ञान एवं तकनीकी परम्परा	2

Performer's Courses

MOOC/NPTEL/SWAYAM courses as approved by the School/Faculty every year.