

Course Curriculum Framework

Executive MBA (Specializations: New Age Marketing; Business Analytics, Innovation & New Venture Management)

Type of Course Semester	Major Core			Skill Enhancement	Ability Enhancement	Value Added Courses	On Job Training/ Project	Total Credits
	Discipline Core	Discipline Core	Discipline Elective					
Semester I	Marketing Management (Credits:3)	Statistical Foundation for Business Analytics (Credits:3)	Business Analytics Basics (Credits:3)	Building Blocks for Business (Credits:2)	Financial Aspects for Business (Credits:2)	Excel & Python (Credits:1)	OJT (Credits:6)	20
Semester II	Strategic Management (Credits:3)	Customer Centric Management (Credits:3)	Organization Behaviour (Credits:3)	Legal Aspects of Business (Credits: 2)	Design Thinking (Credits:2)	Advance Excel & PowerBI (Credits:1)	OJT (Credits:6)	20
Semester III	Social Media Marketing & Google Ecosystem/Application of Business Analytics/Business Model Canvas (Credits:3)	Content Creation and Marketing (Credits:3)	AdTech and MarTech/Classifications & Clustering Models/Managing New Ventures (Credits:3)	Risk Management & Decision Making (Credits:2)	Supply Chain Management (Credits: 2)	Data – Ethics, Privacy & Regulations (Credits:1)	OJT (Credits:6)	20
Semester IV	Programmatic Advertising DV360/Data Visualization/Commercialization of New Ventures (Credits:3)	Digital Analytics including GA/Ensemble Learning & Generalised Additive Models / Customer Centric Management (Credits:3)	Data Integrated Tools/Neural Networks & Deep Learning/Fund Raising (Credits:3)	eCommerce Marketing (Credits:2)	Project Management (Credits:2)	New Age Media & Emerging Technologies (Credits:1)	OJT (Credits:6)	20
Total Credits								80