

MBA iConnect Course Structure (Marketing)2018-20 batch

S. No.	Course Code	Semester-I	Hours
1	R0103101	Accounting for Managers	40
2	R0103102	Marketing Management	40
3	R0103103	Leading & Managing Organisations	40
4	R0103104	Managerial Economics	20
5	R0103105	Enterprise Systems Management	20
6	R0103106	Decision Science	40
7	R0103107	Introduction to Operations Management	20
8	R0103108	Lifestyle Management	20
9	R0103109	Introduction to MS Excel & Advanced Methods	40
10	R0103110	Managerial Communication – 1	40
11	R0103111	Verbal Skills & Quantitative Analysis -1	20
		Total	340
S. No.	Course Code	Semester – II	Hours
1	R0106201	Market Research	40
2	R0106202	Digital and Social Media Marketing	40
3	R0106203	Integrated Marketing Communications	40
4	R0106204	Customer Insights and Relationship Management	40
5	R0106205	Product and Brand Management	40
6	R0106206	Sales Management	20
7	R0103202	NGO Internship	20
8	R0103203	Company Analysis	20
9	R0103204	Managerial Communication – 2	20
10	R0103205	Advanced Excel	20
11	R0103206	Verbal Skills & Quantitative Analysis – 2	20
12	R0106207	Selling Skills	20
13	R0103208	Career Management – 1	20
		Total	360
14	R0103209	Industry Internship Project	80
		Grand Total	440
S. No.	Course Code	Semester – III	Hours
1	R0103301	Strategic Management	20
2	R0103302	Business Ethics and Corporate Governance	20
3	R0106301	SCM and Physical Distribution	20
4	R0106302	Marketing Analytics	20
5	R0106303	B2B Marketing	20
7	R0106304	Rural Marketing	20
8	R0106305	Services Marketing	40
9	R0103303	Comprehensive Review Module	20
10	R0103304	Placement Readiness Module	20
11	R0103305	Career Management – 2	40
12	R0103306	Corporate Transition Module	20
13	R0103307	Verbal & Quantitative Analysis – 3	20

14	R0103308	Research Project	20
		Total	300
S. No.	Course Code	Semester – IV	Hours
1	R0103401	Capstone Project	40
2	R0106401	Creativity & Innovation Management	20
3	R0103402	Career Management	-
		Total	60
		Grand Total	1140