Curriculum Structure

Master of Business Administration

2025-27



About the MBA Programme

The Master of Business Administration (MBA) programme at the Institute of Business Management (IBM), GLA University, is a two-year full-time postgraduate course designed to prepare students for leadership roles in top corporates, business houses, and entrepreneurial ventures. The programme offers the flexibility of dual specializations, allowing students to tailor their learning based on career aspirations and evolving industry demands.

This meticulously structured programme emphasizes holistic development, nurturing students' leadership potential, analytical abilities, critical thinking, and decision-making skills. The curriculum spans a diverse range of functional domains including: Human Resource Management, Finance, Marketing, Digital Marketing, Operations Management, Logistics and Supply Chain, International Business and Business Analytics

Through experiential and immersive learning—including case studies, management simulations, industry internships, and live projects—students gain hands-on experience and practical business insights, preparing them to address real-world challenges with confidence and competence.

In addition to academics, the programme fosters co-curricular and extracurricular engagement through student clubs, conferences, seminars, industry visits, and national or international immersion programs. These activities enhance interpersonal skills, broaden global perspectives, and instill a spirit of collaboration. A unique feature of the programme is its focus on research and academic growth, where financial support is extended for presenting papers at conferences, attending seminars, and publishing in reputed journals.

Special emphasis is placed on the development of communication and negotiation skills, along with teamwork and collaborative decision-making abilities. Students also benefit from robust industry interaction through networking events, guest lectures by seasoned professionals, career workshops, and alumni connect initiatives.

Ultimately, the MBA programme at IBM, GLA University, is not just a degree—it is a transformational journey that equips students with the skills, mindset, and exposure needed to excel in today’s dynamic business world and contribute meaningfully to India’s economic growth.

Program Curriculum (Batch 2025-27)						
Master of Business Administration-Dual						
First Trimester						
S. No.	**Course Code**	**Course Name**	**Teaching Scheme**			**CREDITS**
			L	**T**	**P**	
1	MBAC0101	Management Accounting	3	0	0	3
2	MBAC0102	Micro Economics	3	0	0	3
3	MBAC1103	Principles and Practices of Management	3	0	0	3
4	MBAC0104	Quantitative Techniques	3	0	0	3
5	MBAC0105	Marketing Management – I	3	0	0	3
6	MBAC0106	Basic Managerial Communication	0	0	2	1
7	MBAC0107	Spreadsheet For Managers	0	0	2	1
8	MBAC0108	Managerial Aptitude – I	0	0	2	1
		Total				**18**
Second Trimester						
S. No.	**Course Code**	**Course Name**	**Teaching Scheme**			**CREDITS**
			L	**T**	**P**	
1	MBAC0109	Macro Economics	3	0	0	3
2	MBAC0110	Organizational Behavior	3	0	0	3
3	MBAC0111	Business Statistics	3	0	0	3
4	MBAC0112	Corporate Finance	3	0	0	3
5	MBAC0113	Marketing Management II	3	0	0	3
6	MBAC0120	Managerial Written Communication	0	0	2	1
7	MBAC0115	Managerial Aptitude – II	0	0	2	1
8	MBAC0119	Business Environment	0	0	2	1
		Total				**18**
Third Trimester						
S. No.	**Course Code**	**Course Name**	**Teaching Scheme**			**CREDITS**
			L	**T**	**P**	
1	MBAC0116	Operations Research	3	0	0	3
2	MBAC0118	Research Methodology	3	0	0	3
3	MBAC0124	Managerial Econometrics	3	0	0	3
4	MBAC0125	Negotiation Skills for Manager	0	0	2	1
5	MBAC0121	Managerial Aptitude – III	0	0	2	1
6		Core Subject SP - I	3	0	0	3
7		Core Subject SP - II	3	0	0	3
8	MANC0010	Capstone Project	3	0	0	3
		Total				**20**

Fourth Trimester						
S. No.	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
1	MBAC1029	Strategic Management	3	0	0	3
2		Core Subject –Specialization-1	3	0	0	3
0		Elective Subject –Specialization-1	3	0	0	3
4		Core Subject –Specialization-2	3	0	0	3
5		Elective Subject –Specialization-2	3	0	0	3
6	MBAJ0001	Summer Training Report	0	0	6	6
7	MBAC0031	Managerial Aptitude – IV	0	0	2	1
		Total				**22**
Fifth Trimester						
S. No.	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
1	MBAC0122	Corporate Governance and Business Ethics	0	0	2	1
2	MBAC0033	Project Management	3	0	0	3
3		Core Subject –Specialization-1	3	0	0	3
4		Elective Subject –Specialization-1	3	0	0	3
5		Core Subject –Specialization-2	3	0	0	3
6		Elective Subject –Specialization-2	3	0	0	3
7	MBAC0034	Managerial Aptitude – V	0	0	2	1
		Total				**17**
Sixth Trimester						
S. No.	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
1	MBAC1035	Entrepreneurship Management	3	0	0	3
2	MBAC0123	Innovating for Sustainability	0	0	2	1
3		Elective Subject –Specialization-1	3	0	0	3
4		Elective Subject –Specialization-2	3	0	0	3
5		Course on Liberal Arts	3	0	0	3
6	MBAC0037	Managerial Aptitude – VI	0	0	2	1
		Total				**14**

Curriculum Credit Summary	Credits
Trimester 1	18
Trimester 2	18
Trimester 3	20
Trimester 4	22
Trimester 5	17
Trimester 6	14
Total	**109**

Human Resource- Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0104	Human Resource Management	3	0	0	3
4	MBAE1114	Human Resource Analytics	3	0	0	3
4	MBAE1095	Talent Management	3	0	0	3
4	MBAE1094	Performance Management System	3	0	0	3
4	MBAE0098	Industrial Relations and Trade Union	3	0	0	3
4	MBAE0117	Strategic Human Resource Development	3	0	0	3
5	MBAE0058	Training and Development	3	0	0	3
5	MBAE0099	Labour Law	3	0	0	3
5	MBAE1103	Counselling Skills and Stress Management	3	0	0	3
5	MBAE0118	HR Issues in Mergers & Acquisition	3	0	0	3
6	MBAE0100	Competency Mapping	3	0	0	3
6	MBAE0101	Compensation Management	3	0	0	3
6	MBAE0110	Organizational Development	3	0	0	3
6	MBAE0109	Managing Diversity and Inclusion at Workplace	3	0	0	3
6	MBAE0119	Sustainable Human Resource Management	3	0	0	3
Marketing- Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0105	Consumer Behaviour	3	0	0	3
4	MBAE1097	Sales And Distribution Management	3	0	0	3
4	MBAE0048	Marketing Analytics	3	0	0	3
4	MBAE0120	Digital Marketing	3	0	0	3
5	MBAE0096	Marketing Of Services	3	0	0	3
5	MBAE0102	Marketing Research	3	0	0	3
5	MBAE0156	Customer Relationship Management	3	0	0	3
5	MBAE0210	B2B Marketing	3	0	0	3
6	MBAE0121	Strategic Brand Management	3	0	0	3
6	MBAE0122	Integrated Marketing Communications	3	0	0	3
6	MBAE0019	International Marketing	3	0	0	3

Digital Marketing - Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0123	Basics of Digital Marketing	3	0	0	3
4	MBAE0124	Digital Marketing Strategy, Funnels & Growth Channels	3	0	0	3
4	MBAE0125	Paid Media & Performance Marketing	3	0	0	3

5	MBAE0126	CRM, Automation & Customer Lifecycle Marketing	3	0	0	3
5	MBAE0127	Content Marketing, Social Media & Personal Branding with GenAI	3	0	0	3
6	MBAE0128	New Course on Digital Marketing	3	0	0	3
6	MBAE0129	New Course on Digital Marketing	3	0	0	3

Finance- Electives						
Trimester	**Course Code**	**Course Name**	**Teaching Scheme**			**CREDITS**
			L	**T**	**P**	
3	MBAE 0106	Advanced Corporate Finance	3	0	0	3
4	MBAE 1010	Business Analysis and Valuation	3	0	0	3
4	MBAE 0011	Working Capital Management	3	0	0	3
4	MBAE 0013	Tax Planning	3	0	0	3
4	MBAE 0061	Investment and Portfolio Management	3	0	0	3
4	MBAE130	Mergers, Acquisition & Corporate Restructuring	3	0	0	3
4	MBAE 0062	Management of Financial Services and Institutions	3	0	0	3
5	MBAE 0015	Risk and Insurance Management	3	0	0	3
5	MBAE 0012	Financial Derivatives	3	0	0	3
5	MBAE 0063	Wealth Management and Personal Financial Planning	3	0	0	3
5	MBAE 1093	Financial Modelling using Excel, R & Python	0	0	3	3
5	MBAE 1014	International Financial Management	3	0	0	3
6	MBAE 0113	Behavioural Finance	3	0	0	3
6	MBAE 1049	Financial Analytics	0	0	3	3
6	MBAO 0005	Micro Finance	3	0	0	3

Operation Management- Electives						
Trimester	**Course Code**	**Course Name**	**Teaching Scheme**			**CREDITS**
			L	**T**	**P**	
3	MBAE 0108	Operations Management	3	0	0	3
4	MBAE0131	Operations Strategy	3	0	0	3
4	MBAE 0078	Demand and Business Forecasting	3	0	0	3
4	MBAE0137	Purchase and Inventory Management	3	0	0	3
5	MBAE0133	Total Quality Management	3	0	0	3
5	MBAE0039	Service Operations Management	3	0	0	3
5	MBAE0038	Manufacturing System	3	0	0	3
6	MBAE0037	Advanced Inventory Control	3	0	0	3
6	MBAE0036	Advance Project Management	3	0	0	3

Business Analytics- Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0107	Business Analytics	3	0	0	3
4	MBAE0047	Predictive Modeling	3	0	0	3
4	MBAE0045	Data Environment Management	3	0	0	3
4	MBAE0044	Business Modeling with Spreadsheets	0	0	3	3
5	MBAE0084	Data Visualization	0	0	3	3
5	MBAE0083	Business Intelligence	3	0	0	3
5	MBAE0134	Python Basics for Business Insights	0	0	3	3
6	MBAE0135	Machine Learning Essentials for Business	0	0	3	3
6	MBAO0018	Data Mining	3	0	0	3
6	MBAE0046	Big Data Analysis	3	0	0	3
Supply Chain Management- Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0116	Supply Chain Management	3	0	0	3
4	MBAE0087	Logistics Management	3	0	0	3
4	MBAE0136	Strategic and Implementation Issues in SCM	3	0	0	3
4	MBAE0137	Purchase and Inventory Management	3	0	0	3
5	MBAE0138	Supply Chain Perfromance Metrics and Modelling	3	0	0	3
5	MBAE0054	Supply Chain Analytics	3	0	0	3
5	MBAO0019	Recent Trends in E-commerce	3	0	0	3
6	MBAE0051	Store Keeping and Warehousing	3	0	0	3
6	MBAE0052	Green Supply Chain Management	3	0	0	3

International Business Management - Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0117	International Business Management	3	0	0	3
4	MBAE0064	International Trade	3	0	0	3
4	MBAE0016	Global Business Environment	3	0	0	3
4	MBAE0019	International Marketing				
4	MBAE0065	Export-Import Procedures and Documentation	3	0	0	3
5	MBAE0139	Global Strategic Management	3	0	0	3
5	MBAE0066	Cross Cultural Issues in International Management	3	0	0	3
5	MBAE0140	Foreign Exchange Management	3	0	0	3

6	MBAE0141	Global Mergers, Acquisitions and Corporate Governance	3	0	0	3
6	MBAE0142	International Economics	3	0	0	3

Liberal Arts- Electives						
Trimester	**Course Code**	**Course Name**	**Teaching Scheme**			**CREDITS**
			L	**T**	**P**	
6	MBAO0029	Science of Well Being	3	0	0	3
6	MBAE0112	Economy History of India	3	0	0	3
6	MBAO0026	Ethical Leadership	3	0	0	3
6	MBAE0111	Global Wellbeing and Human Flourshing	3	0	0	3