Curriculum Structure

Master of Business Administration (Honours)

2025-27



About MBA (Honours) programme

The MBA (Honours) programme at the Institute of Business Management, GLA University, is a prestigious two-year postgraduate degree designed for high-performing students with strong career aspirations. This specialized programme features a meticulously curated curriculum, delivered through a collaborative teaching approach involving both renowned academicians and experienced industry professionals. Notably, 30% of the courses are taught by industry experts, ensuring real-world applicability and professional relevance.

Students are immersed in a rigorous academic framework that builds a strong foundation across core management disciplines, including: Marketing, Finance, Human Resource Management, International Business, Operations Management and Supply chain Management.

The programme emphasizes experiential learning through case studies, simulations, and live projects, fostering analytical thinking, problem-solving, and data-informed decision-making capabilities. With a focus on holistic development, the MBA (Honours) programme is designed to cultivate key competencies such as leadership, strategic thinking, and communication. It is tailored to equip students with both the academic depth and practical insight needed to succeed in dynamic and competitive business environments.

In addition to rigorous classroom learning, students actively participate in a variety of co-curricular and extracurricular activities, including industry internships, functional clubs, conferences, seminars, exposure visits, and national or international immersion programs. These engagements provide valuable insights into contemporary business practices and foster personal and professional growth.

Special emphasis is placed on developing communication and negotiation skills, as well as fostering teamwork, collaboration, and decision-making abilities. The programme also provides excellent networking opportunities through guest lectures, alumni interactions, career workshops, and industry interface events.

The MBA (Honours) programme is ideal for students aiming to become future-ready professionals with a strong grasp of both management theory and its practical applications—poised to lead, innovate, and contribute meaningfully in an evolving global business landscape.

Program Curriculum (Batch 2025-27)

MBA-Hons.

First Trimester						
S. No.	**CODE**	**SUBJECT**	**Teaching Scheme**			**Credits**
			L	**T**	**P**	
1	MBHC0104	Managerial Economics	3	0	0	3
2	MBHC1101	Business Environment	3	0	0	1
3	MBHC0103	Managerial Communication	3	0	0	3
4	MBAC0101	Management Accounting	3	0	0	3
5	MBHC0105	Workshop on Corporate Etiquettes	3	0	0	1
6	MBAC0105	Marketing Management I	3	0	0	3
7	MBHC1102	Management Essentials for Managers	3	0	0	3
8	MBHC0106	Quantitative Aspects of Data Management	3	0	0	3
		Total				**20**

Second Trimester						
S. No.	**CODE**	**SUBJECT**	**Teaching Scheme**			**Credits**
			L	**T**	**P**	
1	MANC0017	Corporate Governance and Business Ethics	3	0	0	1
2	MBAC0112	Corporate Finance	3	0	0	3
3	MBAC0109	Macro Economics	3	0	0	3
4	MBHC0107	Research Methodology	3	0	0	3
5	MBHC0110	Workshop on Computational Analytics for Decision Making	0	0	3	1
6	MBAC0113	Marketing Management II	3	0	0	3
7	MBHC0111	Individual & Group Behavior at Workplace	3	0	0	3
		Total				**17**

Third Trimester						
S. No.	**CODE**	**SUBJECT**	**Teaching Scheme**			**Credits**
			L	**T**	**P**	
1	MBAC0116	Operations Research	3	0	0	3
2	New Code	Managerial Econometrics	3	0	0	3
3	MBHC0112	Workshop on " AI for Managers"	0	0	3	1
4	MBHC0113	Supply Chain Management	3	0	0	3
5	MANC0010	Capstone Project	3	0	0	3
6		Core Subject - Specilisation 1	3	0	0	3
7		Core Subject - Specialization 2	3	0	0	3
		Total				**19**

Fourth Trimester						
S. No.	CODE	SUBJECT	Teaching Scheme			Credits
			L	T	P	
1	MBHC1022	Strategic Management	3	0	0	3
2		Core Subject –Specialization-1	3	0	0	3
3		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	MBHJ0001	Summer Training Project	3	0	0	6
		Total				**21**

Fifth Trimester						
S. No.	CODE	SUBJECT	Teaching Scheme			Credits
			L	T	P	
1	MBHC0025	Entrepreneurship Management	3	0	0	3
2		Core Subject –Specialization-1	3	0	0	3
3		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		Open Elective (Course on Liberal Arts)	3	0	0	3
		Total				**18**

Sixth Trimester						
S. No.	CODE	SUBJECT	Teaching Scheme			Credits
			L	T	P	
1		Elective Subject –Specialization-1	3	0	0	3
2		Elective Subject –Specialization-2	3	0	0	3
3	MBAC0123	Innovation for Sustainability	3	0	0	1
		Total				**7**

Curriculum Credit Summary	Credits
Trimester 1	20
Trimester 2	17
Trimester 3	19
Trimester 4	21
Trimester 5	18
Trimester 6	7
Total	**102**

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	MBAE 0108	Operations 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