



**AMRITA**  
VISHWA VIDYAPEETHAM

DEEMED TO BE UNIVERSITY UNDER SECTION 3 OF UGC ACT, 1956

School of  
Business  
Coimbatore



**Amrita Vishwa Vidyapeetham**  
**AMRITA SCHOOL OF BUSINESS**  
**MBA Curriculum – 2023<sup>1</sup>**

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<sup>1</sup> Approved by Faculty Council of Management on 28 June 2023.

**MBA CURRICULUM REVIEW - 2023**

**MBA CURRICULUM STRUCTURE**

<b>TERM</b>	<b>CODE</b>	<b>COURSE</b>	<b>CREDITS</b>	<b>CATEGORY</b>
<b>TERM 1</b>	23GM101C	<a href="#">Business Communication</a>	3	SDC
	23FI103C	<a href="#">Accounting for Decision Makers</a>	3	FC
	23MM101C	<a href="#">Fundamentals of Marketing</a>	3	FC
	23HR102C	<a href="#">Individual &amp; Group Behaviour Dynamics in Organizations</a>	3	FC
	23GM105C	<a href="#">Statistical Analysis</a>	3	FC
	23BA302C	<a href="#">Management Information System</a>	3	FC
<b>TERM 2</b>	23HR303C	<a href="#">Human Resource Management</a>	3	DC
	23FI203C	<a href="#">Financial Management</a>	3	DC
	23MM202C	<a href="#">Marketing Practice</a>	3	DC
	23OM202C	<a href="#">Operations Management</a>	3	DC
	23GM205C	<a href="#">Decision Models in Management</a>	3	FC
	23BA101C	<a href="#">Introduction to Business Analytics</a>	3	DC
<b>TERM 3</b>	23FI104C	<a href="#">Managerial Economics</a>	3	DC
	23GM509C	<a href="#">Environmental Management &amp; Sustainable Development</a>	3	VaC
	23GM610C	<a href="#">Managerial Values &amp; Business Ethics</a>	3	VaC
	23GM407C	<a href="#">Strategic Management</a>	3	BC
	23GM515C	<a href="#">Mastery Over Mind</a>	2	AC (VaC)
		Elective 1	3	CE
		Elective 2	3	CE
Summer	23SP001C	SUMMER INTERNSHIP	6	Core
<b>TERM 4</b>	23GM305C	<a href="#">Legal Aspects of Business</a>	3	BC
	23GM512C	<a href="#">Innovation &amp; Entrepreneurship</a>	3	BC
		Elective 3	3	Elective
		Elective 4	3	Elective
		Elective 5	3	Elective
		Elective 6	3	Elective
	23GM409C	<a href="#">Corporate Skills</a>	3	AC (SDC)
<b>TERM 5</b>		Elective 7	3	Elective
		Elective 8	3	Elective
		Elective 9	3	Elective
		Elective 10	3	Elective
	23GM106C	<a href="#">Self-Awareness &amp; Personal Growth</a>	Pass/Fail	AC (VaC)
<b>TERM 6</b>		Elective 11	3	Elective
		Elective 12	3	Elective

		Elective 13	3	Elective
		Elective 14	3	Elective
	23BRP001C	<a href="#">Business Research Project</a>	3	AC (SDC)

1	FC	Foundation Core
2	DC	Domain Core
3	SDC	Skill Development Core
4	BC	Business Core
5	VaC	Value Added Core
6	AC	Amrita Core
7	CE	Core Elective

**MBA CURRICULUM REVIEW - 2023**

**LIST OF ELECTIVE COURSES - PROPOSED**

#	CODE	COURSE	CREDITS	CATEGORY
<b>FINANCE ELECTIVES</b>				
1.	23FI409E	<a href="#"><u>Reporting and Analysis for Management Decisions (RAMD)</u></a>	3	Core Elective
2.	23FI509E	<a href="#"><u>Investment Analysis and Portfolio Management (IA &amp; PM)</u></a>	3	Core Elective
3.	23FI631E	<a href="#"><u>Financial Markets and Institutions (FM&amp;I)</u></a>	3	Elective
4.	23FI512E	<a href="#"><u>Financial Derivatives (FD)</u></a>	3	Elective
5.	23FI636E	<a href="#"><u>Financial Modeling and Valuation (FM &amp;V)</u></a>	3	Elective
6.	23FI408E	<a href="#"><u>Bank Management and Financial Services (BM &amp; FS)</u></a>	3	Elective
7.	23FI518E	<a href="#"><u>Fintech Innovations &amp; Transformations in Financial Services (FI &amp;TFS)</u></a>	3	Elective
8.	23FI519E	<a href="#"><u>International Finance (IF)</u></a>	3	Elective
9.	23FI511E	<a href="#"><u>Financial Statement Analysis (FSA)</u></a>	3	Elective
10.	23FI520E	<a href="#"><u>Socially Responsible Investing (SRI)</u></a>	3	Elective
11.	23FI521E	<a href="#"><u>Appraisal and Financing of Green Projects (A &amp; FGP)</u></a>	3	Elective
12.	23FI522E	<a href="#"><u>Enterprise Transition (ET)</u></a>	3	Elective
13.	23FI633E	<a href="#"><u>Strategic Financial Management (SFM)</u></a>	3	Elective
14.	23FI606E	<a href="#"><u>Corporate Fraud &amp; Internal Control (CF &amp; IF)</u></a>	3	Elective
<b>OPERATIONS ELECTIVES</b>				
15.	23OM506E	<a href="#"><u>Logistics &amp; Supply Chain Management (LSCM)</u></a>	3	Core Elective
16.	23OM502E	<a href="#"><u>Total Quality Management (TQM)</u></a>	3	Core Elective
17.	23OM618E	<a href="#"><u>Services Operations Management (SOM)</u></a>	3	Elective
18.	23OM406E	<a href="#"><u>Cases in Supply Chain Management (CSCM)</u></a>	3	Elective
19.	23OM509E	<a href="#"><u>Manufacturing Systems (MS)</u></a>	3	Elective
20.	23OM403E	<a href="#"><u>Project Management (PM)</u></a>	3	Elective
21.	23OM622E	<a href="#"><u>Process Flow Management (PFM)</u></a>	3	Elective
22.	23OM611E	<a href="#"><u>Production Planning and Control (PPC)</u></a>	3	Elective
23.	23OM407E	<a href="#"><u>Supply Chain Analytics (SCA)</u></a>	3	Elective
24.	23OM408E	<a href="#"><u>Technology Management (TM)</u></a>	3	Elective
<b>HUMAN RESOURCE ELECTIVES</b>				
25.	23HR411E	<a href="#"><u>Organizational Theory, Structure, Design, &amp; Dynamics (OTSD&amp;D)</u></a>	3	Core Elective
26.	23HR412E	<a href="#"><u>Industrial Laws and Industrial Relationships (IL &amp;IR)</u></a>	3	Core Elective

27.	23HR413E	<a href="#">Talent Acquisition &amp; Learning and Development (TA &amp; LD)</a>	3	Elective
28.	23HR614E	<a href="#">Performance Management and Compensation (PM&amp;C)</a>	3	Elective
29.	23HR602E	<a href="#">HR Metric and Analytics (HRM&amp;A)</a>	3	Elective
30.	23GM623E	<a href="#">Cross-Cultural Management (CCM)</a>	3	Elective
31.	23HR512E	<a href="#">Organizational Change and Development (OC&amp;D)</a>	3	Elective
32.	23HR404E	<a href="#">Strategic Human Resource Management (SHRM)</a>	3	Elective
33.	23HR639E	<a href="#">Employee Engagement (EE)</a>	3	Elective
34.	23HR518E	<a href="#">Social Psychology for Managers (SPM)</a>	3	Elective
35.	23GM658E	<a href="#">Corporate Social Responsibility (CSR)</a>	3	Elective
36.	23GM654E	<a href="#">Management Beyond Profit: The Heart of Sustainable Business (MBP)</a>	3	Elective
37.	23HR502E	<a href="#">Leadership Skills (LS)</a>	3	Core Elective
<b>MARKETING ELECTIVES</b>				
38.	23MM610E	<a href="#">Marketing Research (MR)</a>	3	Core Elective
39.	23MM403E	<a href="#">Sales and Distribution Management (SDM)</a>	3	Core Elective
40.	23MM642E	<a href="#">Applied Marketing Research for Marketing Decisions (AMR)</a>	3	Elective
41.	23MM506E	<a href="#">Consumer Behaviour (CB)</a>	3	Elective
42.	23MM636E	<a href="#">Foundation of Management Consulting (FMC)</a>	3	Elective
43.	23MM610E	<a href="#">Business to Business Marketing (BTB)</a>	3	Elective
44.	23MM408E	<a href="#">Digital Marketing (DM)</a>	3	Elective
45.	23MM510E	<a href="#">Marketing Analytics (MA)</a>	3	Elective
46.	23MM623E	<a href="#">Strategic Marketing Management (SMM)</a>	3	Elective
47.	23MM618E	<a href="#">Strategic Brand Management (SBM)</a>	3	Elective
48.	23MM409E	<a href="#">Go to Marketing (GTM)</a>	3	Elective
<b>INFORMATION SYSTEMS &amp; ANALYTICS ELECTIVES</b>				
49.	23BA030E	<a href="#">Data Analytics using R and Python (DAUR&amp;P)</a>	3	Core Elective
50.	23BA037E	<a href="#">Spreadsheet Modeling and Optimization for Analytics (SMOA)</a>	3	Core Elective
51.	23BA035E	<a href="#">Business Application of Digital Technologies (BADT)</a>	3	Elective
52.	23GM501E	<a href="#">Enterprise Resource Planning (ERP)</a>	3	Elective
53.	23BA001E	<a href="#">Business Analytics (BA)</a>	3	Elective
54.	23BA615E	<a href="#">Advanced Tools for Decision Support (ATDS)</a>	3	Elective
55.	23BA036E	<a href="#">Time Series Analysis and Forecasting (TSAF)</a>	3	Elective
56.	23BA039E	<a href="#">Data Visualization and Communication (DVC)</a>	3	Elective
57.	23BA038E	<a href="#">Artificial Intelligence in Business (AIB)</a>	3	Elective

58.	23BA034E	<a href="#">Natural Language Processing (NLP)</a>	3	Elective
<b>GENERAL MANAGEMENT ELECTIVE</b>				
59.	23GM408E	<a href="#">International Business (IB)</a>	3	Elective