## MBA –II (SEM-IV) Subjects.

Sr.no	Specialization	Particular	Subjects
		University& Institute level	401 – Enterprise Performance
		Common	Management
			402 – Indian Ethos & Business Ethics
		University level	405 Global Strategic Management
		Common	408 Corporate Social Responsibility &
1			Sustainability
	Marketing Management	University& Institute level	403 MKT Marketing 4.0
		Specialization	404 MKT Marketing Strategy
		Institute level	409 MKT Customer Relationship
		Specialization	Management
			410 MKT Rural & Agriculture Marketing
		University& Institute level	401 – Enterprise Performance
		Common	Management
			402 – Indian Ethos & Business Ethics
	Financial Management	University level	405 Global Strategic Management
		Common	408 Corporate Social Responsibility &
2			Sustainability
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		University& Institute level	403 Financial Laws
		Specialization	404 Current Trends & Cases in Finance
		Institute level	409 Fin Fixed Income Securities
		Specialization	
		1	410 Fin Business Valuation

Sr.no	Specialization	Particular	Subjects
		University& Institute level Common	401 – Enterprise Performance Management 402 – Indian Ethos & Business Ethics
		University level Common	405 Global Strategic Management 408 Corporate Social Responsibility & Sustainability
	Human Resource Management	University& Institute level Specialization	403 Organizational Diagnosis & Development 404 Current Trends & Cases in Human Resource Management
3		Institute level Specialization	409 Labour Legislation 410 Designing HR Policies
		University& Institute level Common	401 – Enterprise Performance Management 402 – Indian Ethos & Business Ethics
4	Operations & Supply Chain	University level Common	405 Global Strategic Management 408 Corporate Social Responsibility & Sustainability
	Management	University& Institute level Specialization Institute level Specialization	403 E Supply Chains & Logistics 404 Industry 4.0 409 Enterprise Resource Planning
		Specialization	410 World Class Manufacturing

Sr.no	Specialization	Particular	Subjects
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		Common	Management
5	<b>Business Analytics</b>	University level Common	402 – Indian Ethos & Business Ethics  405 Global Strategic Management 408 Corporate Social Responsibility & Sustainability
	Dusiness Analytics	University& Institute level Specialization	403 Economics of Network Industries 404 Artificial Intelligence in Business Applications
		Institute level Specialization	409 E Commerce Analytics - II 410 Healthcare Analytics