

MBA (TM) I

Marketing and Finance

SEMESTER - I CORE SUBJECTS

Telecom Business Environment (TBE)
Telecom Services Technology (TST)
Telecom Business Informatics (TBI)
Information Systems for Telecom Business (ISTB)
Business Communication (BC)
Business Management (BM)
Business Statistics (BS)
Occupational Safety, Health & Environment (OSHE)
Liberal Arts Elective 1 (LAE 1)

Finance Specialisation Subjects

Business Accounting (BA)
Business Economics (B.ECO)

Marketing Specialisation Subjects

Networking Technologies (NT)

SEMESTER - II CORE SUBJECTS

Telecom Marketing Management (TMM)
Wireless Technology (WT)
Enterprise Informatics Architecture (EIA)
Communication Practice – I (CP-I)
Marketing Research (MR)
Project Management (PM)
Current Trends in Management (CTM)
Quantitative Methods (QM)

Finance Specialisation Subjects

Indian and Global Economic Environment (IGEE)
Management Accounting (MA)
Corporate Finance (CF)
Financial Institutions and Markets (FIM)

Marketing Specialisation Subjects

Brand Management (B.MGT.)
Retail Management (RM)
International Business (IB)

MBA (TM) II

SEMESTER - III CORE SUBJECTS

Telecom Business Competency (TBC)
Telecom Policies and Regulations (TPR)
Communication Practice – II (CP-II)
Telecom Business Management (TBM)
Liberal Arts Elective 2 (LAE 2)
Strategic Management (SM)
Information Technology Business Laws (ITBL)

Finance Specialization Subjects

Financial Management (FM)
Legal & Tax Aspects of Corporate (LTAC)
Strategic Corporate Finance (SCF)

Marketing Specialization Subjects

Sales Management (S.MGT)
Advertising and Sales Promotion (ASP)

SEMESTER - IV CORE SUBJECTS

Service Delivery Management (SDM)
Business Modelling & Planning Quality of Service in Telecom (QoS)
Global Trends in Telecom Project Work (Summer & Research)

Finance Specialization Subjects

Telecom Business Finance (TBF)

Marketing Specialization Subjects

Solutions Marketing and Key Account Management (SM&KAM)