

Courses for MBA Program

Programme Highlights

Dynamic curriculum: The curriculum at SMS is constantly updated in tandem with the changing business scenario and constant interactions with experts from the industry.

Group learning: Dedicated sessions in the Behavioural Dynamics Laboratory, along with discussions and presentations provide free exchange of ideas among students.

Project work: Project work forms an integral part of the two years of MBA at SMS. Projects are research – based with a focus on various social issues, market surveys, and in-depth industry analysis.

Computer sessions: Students are exposed to a number of widely known software like database of the Centre for Monitoring Indian Economy (CMIE) and Statistical Package for Social Sciences (SPSS).

Electives: The course structure at SMS comprises professional as well as open electives. The professional electives focus on the areas in which a student wants to specialize, whereas the basket of open electives expands their knowledge base in other fields as well.

Main Theme of MBA Programme

- Education with a global perspective
- Extensive application of modern technology in training and pedagogy
- Emphasis on practical knowledge and experiential learning
- Blend of case-based teaching, quizzes, group discussions, presentations, role-plays, workshops and field surveys.

Retargeting – One Small Step in following the Customer in their journey

- 01 Site Retargeting**: Site Retargeting is the most basic type, where ads are served to a person based on what pages they've visited.
- 02 Dynamic Retargeting**: A type of site retargeting where the ad creative is dynamically generated to feature the products that the user has viewed during a previous site visit.
- 03 Email Retargeting**: Email retargeting requires placing a tracking pixel in an email or on the CTA Landing page, in order to track and retarget users who took action on the email.
- 04 CRM retargeting**: CRM retargeting involves matching CRM data like an mobile number, email address with online cookie data in order to retarget that user across the web.
- 05 Search retargeting**: Search intent data provides some of the best information for why a user visits a particular page or product. Advertisers can use appropriate retargeting strategies for users who've visited the advertiser's web site using search keywords.

MNNIT ALLAHABAD "FINANCIAL EDUCATION PROGRAM"

BSE

Raghunandan Pattanaik
National Trainer – BFSI
Resource Person & Financial Wizard
Organised by
School of Management Studies
MNNIT, Prayagraj, Allahabad

11 MAY **11:00**

zoom Video Conferencing

MBA – I Semester

Course Code	Subject
MS41101	Management Principles and Communication Skill Development
MS41102	Managerial Economics
MS41103	Business Environment and International Perspective
MS41104	Operations Research
MS41105	Accounting for Management Decisions
MS41201	Research Methodology and Statistical Packages
MS41202	Computer Application for Business
MS41601	Rural Survey (Research Based)

MBA – II Semester

Course Code	Subject
MS42101	Financial Management
MS42102	Human Resource Management
MS42103	Operations Management
MS42104	Marketing Management
MS42105	Management Information Systems
MS42106	Organizational Behavior
MS42201	Management Information Systems and Application Development (Practical)
MS42601	Market Survey (Research Based)



MBA – III Semester

Course Code	Subject
MS43101	Strategic Management
MS43301- MS43342	Professional Elective I
	Professional Elective II
	Professional Elective III
	Professional Elective IV
MS43501 MS43508	Open Elective I
MS43601	Industry Survey (Research Based)
MS43602	Summer Internship Project Evaluation (6-8 Weeks of Internship at Industry Location)

MBA – III Semester Professional Electives

MS43301	Consumer Behavior and Advertising	MS43331	Industrial Relations and Labour Legislations
MS43302	Retail Management	MS43332	Human Resource Planning and Development
MS43311	Quality Management	MS43341	Business System Analysis and Design
MS43312	Project Management	MS43342	Data Base Management System
MS43321	Financial Service Operations		
MS43322	Investment Analysis and Portfolio Management		

Open Elective I

MS43501	Rural marketing	MS43505	Business Intelligence
MS43502	Leadership and Group Processes	MS43506	Corporate Restructuring
MS43503	Business Ethics and Corporate Governance	MS43507	Social Marketing
MS43504	Intellectual Property Rights		



MBA – IV Semester

Course Code	Subject
MS44101	Entrepreneurship and Innovation Management
MS44301 - MS44342	Professional Elective V
	Professional Elective VI
	Professional Elective VII
	Professional Elective VIII
MS44501 - MS44508	Open Elective II
MS44601	Research Project

MBA – IV Semester Professional Electives

MS44301	International Marketing	MS44331	Strategic Human Resource Management
MS44302	Product and Brand Management	MS44332	International Human Resource Management
MS44311	Professional Decision Modeling and Quantitative Analysis	MS44341	Data Analytics
MS44312	Logistics and Supply Chain Management	MS44342	E-Business
MS44321	Financial Derivatives		
MS44322	Multinational Finance		

Open Electives II (Theory & Research)

MS44501	Tax Planning and Management	MS44505	Electronic Governance
MS44502	Project Appraisal and Financing	MS44506	Business to Business Marketing
MS44503	Marketing of Services and Concepts	MS44507	Sustainable Business Development
MS44504	Organizational Development and Change	MS44508	Cross Cultural Management



B. Tech. Courses offered by the Department

MS13101	Management of IT Industries	B.Tech III
CA3102	Principles of IT Industries Management	MCA I
MS17501	Rural Marketing	B.Tech VII
MS17503	Business Ethics & Corporate Governance	B.Tech VII
MS17505	Business Intelligence	B.Tech VII
MS18507	Sustainable Business Development	B.Tech VIII
MS18506	Business to Business Marketing	B.Tech VIII



Mutual Fund – Type of Schemes

Investment	Collection	Options	Other S
Equity	- Open Ended	- Growth	
- Sectoral	- Close Ended	- Dividend	
- Indices Based		- Dividend Reinv.	
- Thematic			
- Tax Saving (ELSS)			
Debt / Money Market			
- Liquid			
- Short Term			
- Long Term			
Hybrid/Balanced			
Gold			
International Funds			

