

**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)**

(Deemed to be University)

VISAKHAPATNAM \* HYDERABAD \* BENGALURU

Accredited by NAAC with A<sup>++</sup> Grade

**GITAM School of Business**



**CURRICULUM AND SYLLABUS**

**2 Year Postgraduate Programme**

**PMGMT01: Master of Business Administration**

w.e.f. 2024-25 Admitted Batch

(Updated on July 2024)

# **R24PG: Academic Regulations**

Version 1.0

Applicable for the Postgraduate Programmes in the  
School of Business

w.e.f. 2024-25 Admitted Batch

<https://www.gitam.edu/academics/academic-regulations>

# **GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT**

## **Vision**

GITAM will be an exceptional knowledge-driven institution advancing on a culture of honesty and compassion to make a difference to the world.

## **Mission**

- Build a dynamic application-oriented education ecosystem immersed in holistic development.
- Nurture valuable futures with global perspectives for our students by helping them find their ikigai.
- Drive impactful integrated research programmes to generate new knowledge, guided by integrity, collaboration, and entrepreneurial spirit.
- Permeate a culture of kindness within GITAM, fostering passionate contributors.

## **Quality Policy**

To achieve global standards and excellence in teaching, research, and consultancy by creating an environment in which the faculty and students share a passion for creating, sharing and applying knowledge to continuously improve the quality of education.

## **GITAM SCHOOL OF BUSINESS**

### **Vision**

To be a world class business school through transformative education, research innovation, and entrepreneurship.

### **Mission**

1. To achieve excellence in academic program design and academic delivery.
2. To pursue research that adds value to scholarship and improves business practice.
3. To undertake entrepreneurial and social initiatives to address social, economic, and environmental challenges to create societal impact and sustainability.
4. Build professional competencies needed to succeed in business, management and administration.

## UMGMT01: Master of Business Administration

(w.e.f.2024-25 Admitted Batch)

### Programme Educational Objectives (PEOs)

- PEO 1:** Provide a perspective of global businesses, economies, and markets.
- PEO 2:** Instill a strong sense of business ethics and social responsibility.
- PEO 3:** Facilitate an ecosystem to strengthen business acumen.
- PEO 4:** Expose to emerging technologies for business transformation.
- PEO 5:** Foster an entrepreneurial mindset for exploiting business opportunities.

### PEO Articulation

	PEO1	PEO2	PEO3	PEO4	PEO5
M1					
M2					
M3					
M4					

*3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation*

## UMGMT01: Master of Business Administration

### Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

At the end of the Programme the students would be able to demonstrate:

- PO1:** Apply knowledge of business and management theories for business growth.
- PO2:** Exhibit the understanding of responsible business.
- PO3:** Develop value-based leadership competence
- PO4:** Lead oneself and others to achieve organizational goals in a team environment
- PO5:** Evaluate opportunities and risks for businesses operating in wider ecosystem
- PSO1:**
- PSO2:**

### Employability and Transferable Skills

- TES1** Communicate effectively using a range of media
- TES2** Apply teamwork and leadership skills
- TES3** Find, evaluate, synthesis and use information
- TES4** Analyze real world situations critically
- TES5** Reflect on their professional development
- TES6** Demonstrate professional and ethical awareness
- TES7** Exhibit strategic thinking and decision-making capabilities
- TES8** Apply multi- disciplinary approach to the context

**Curriculum Structure**  
*(Flexible Credit System)*

**Minimum Credit Requirements to Award Degree Under Each Category**

S.No.	Course Category	2 Year Postgraduate	
		Credits	(%)
1	Programme Core Courses (PC)	65	60
2	Programme Elective Courses (PE)	30	28
3	Experience Based Courses	13	12
	<b>Total</b>	<b>108</b>	<b>100</b>



<b>Programme Core Courses</b>								
The minimum number of Credits to be earned is 65.								
Course code	Level	Course Title	L	T	P	S	J	C
24OPSC6001	600	<a href="#">Quantitative Techniques</a>	20	10	0	0	0	3
24BECO6001	600	<a href="#">Micro Economics</a>	20	0	0	0	0	2
24ODHR6001	600	<a href="#">Organisational Behaviour</a>	30	0	0	0	0	3
24ACFN6001	600	<a href="#">Financial Reporting and Analysis</a>	30	0	0	0	0	3
24MKTG6001	600	<a href="#">Marketing Management – I</a>	20	0	0	0	0	2
24OPSC6011	600	<a href="#">Operations Management</a>	30	0	0	0	0	3
24BECO6011	600	<a href="#">Macro Economics</a>	20	0	0	0	0	2
24ODHR6021	600	<a href="#">Human Resource Management</a>	30	0	0	0	0	3
24ACFN6011	600	<a href="#">Management Accounting and Control</a>	30	0	0	0	0	3
24MKTG6011	600	<a href="#">Marketing Management – II</a>	20	0	0	0	0	2
24ACFN6021	600	<a href="#">Corporate Finance – I</a>	20	0	0	0	0	2
24INTB6001	600	<a href="#">International Business</a>	30	0	0	0	0	3
24INFS6011	600	<a href="#">Business Analytics</a>	0	0	40	0	0	2
24ENTP6001	600	<a href="#">Innovation &amp; Entrepreneurship</a>	20	0	0	0	0	2
24INFS6021	600	<a href="#">Data Visualization for DM</a>	30	0	0	0	0	3
24OPSC6021	600	<a href="#">Business Research Methods</a>	20	0	20	0	0	3
24ACFN6031	600	<a href="#">Corporate Finance – II</a>	20	0	0	0	0	2
24STGM7001	700	<a href="#">Strategic Management</a>	30	0	0	0	0	3
24INFS7001	700	<a href="#">Digital Transformation</a>	30	0	0	0	0	3
24ODHR7001	600	<a href="#">Business Law</a>	30	0	0	0	0	3
24STGM7011	700	Phygital Lab	0	0	60	0	0	3
24STGM7021	700	<a href="#">Business Ethics &amp; Corporate Governance</a>	30	0	0	0	0	3
24STGM7031	700	<a href="#">CSR &amp; Sustainability</a>	30	0	0	0	0	3
24ODHR6011	600	<a href="#">Business Communication</a>	0	0	20	0	0	1
24INFS6001	600	<a href="#">Spreadsheet Modelling</a>	0	0	20	0	0	1
24STGM6001	600	<a href="#">Critical Writing</a>	0	0	20	0	0	1
24ODHR6031	600	<a href="#">Effective Leadership</a>	0	0	20	0	0	1

Experience Based Courses								
24XXXXXXXX	600	Immersion (Basket)	0	0	0	80	0	4
24XXXXXXXX	700	Independent Study (Basket)	0	0	0	180	0	9
<b>Immersion (Courses) * [ Total of 4 credits ]</b>								
		<b>Mandatory course</b>						
24SOIM6777	600	Social Immersion	0	0	0	20	0	1
		<b>Choose any one course</b>						
24ITIM6555	600	International Immersion	0	0	0	60	0	3
24IDIM6666	600	Industry Immersion	0	0	0	60	0	3
24ENIM6888	600	Entrepreneurship Immersion	0	0	0	60	0	3
24RSIM6999	600	Research Immersion	0	0	0	60	0	3
<b>Independent Study (Courses) \$ [ Any one for 9 credits ]</b>								
24SINT7555	700	Summer Internship	0	0	0	180	0	9
24FDLB7666	700	Founders Lab	0	0	0	180	0	9
24RINT7777	700	Research Internship	0	0	0	180	0	9
<b>Non Credit Mandatory Courses #</b>								
24STGM6061	600	Campus to Corporate	0	0	20	0	0	0

Programme Electives								
The total credits required is 30, from two different concentrates listed; The minimum number of Credits to be earned from concentrate 1 is 18 and Concentration 2 is 12.								
Course Code	Level	Course Title	L	T	P	S	J	C
<b>Accounting and Finance</b>								
24ACFN6041	600	<a href="#">Corporate Valuation</a>	30	0	0	0	0	3
24ACFN6051	600	<a href="#">Security Analysis and Portfolio Management</a>	30	0	0	0	0	3
24ACFN7001	700	<a href="#">Commercial Banking</a>	30	0	0	0	0	3
24ACFN7011	700	<a href="#">Financial Derivatives</a>	30	0	0	0	0	3
24ACFN7021	700	<a href="#">Financial Statements Analysis</a>	30	0	0	0	0	3
24ACFN7031	700	<a href="#">Behavioural Finance</a>	30	0	0	0	0	3
24ACFN7041	700	<a href="#">Fixed Income Securities</a>	30	0	0	0	0	3
24ACFN7051	700	<a href="#">Merger, Acquisitions and Restructuring</a>	30	0	0	0	0	3
24ACFN7061	700	<a href="#">Project and Structured Finance</a>	30	0	0	0	0	3
24ACFN7071	700	<a href="#">Financial Analytics</a>	30	0	0	0	0	3
24ACFN7081	700	<a href="#">Fin Tech</a>	30	0	0	0	0	3
24ACFN7091	700	<a href="#">Sustainable Finance</a>	30	0	0	0	0	3
PPOL6541	600	<a href="#">Economic Freedom, Financial Inclusion and Digital Banking</a> (Hyd Campus alone)	30	0	0	0	0	3
PPOL6681	600	<a href="#">Climate Change and Finance</a> (Hyd Campus alone)	30	0	0	0	0	3
PPOL6651	600	<a href="#">Environmental Social and Governance: Reporting Investing and Governance</a> (Hyd Campus alone)	30	0	0	0	0	3

<b>International Business</b>								
24INTB6011	600	<a href="#">Geopolitical Environment</a>	30	0	0	0	0	3
24INTB6021	600	<a href="#">International Economics</a>	30	0	0	0	0	3
24INTB7001	700	<a href="#">International Trade Logistics</a>	30	0	0	0	0	3
24INTB7011	700	<a href="#">International Marketing Management</a>	30	0	0	0	0	3
24INTB7021	700	<a href="#">Global Business Environment &amp; Trade Policy</a>	30	0	0	0	0	3
24INTB7031	700	<a href="#">International Finance</a>	30	0	0	0	0	3
24INTB7041	700	<a href="#">International Trade Operations</a>	30	0	0	0	0	3
24INTB7051	700	<a href="#">Doing Business with Emerging Markets</a>	30	0	0	0	0	3
24INTB7061	700	<a href="#">IB Negotiations &amp; Cross Cultural Management</a>	30	0	0	0	0	3
24INTB7071	700	<a href="#">WTO &amp; Regional Economic Integration</a>	30	0	0	0	0	3
<b>Marketing</b>								
24MKTG6021	600	<a href="#">Consumer Behaviour</a>	30	0	0	0	0	3
24MKTG6031	600	<a href="#">Managing Retail Business</a>	30	0	0	0	0	3
24MKTG6041	600	<a href="#">Sustainable Marketing</a>	30	0	0	0	0	3
24MKTG7001	700	<a href="#">Sales Management</a>	30	0	0	0	0	3
24MKTG7011	700	<a href="#">Rural Marketing</a>	30	0	0	0	0	3
24MKTG7021	700	<a href="#">Services Marketing</a>	30	0	0	0	0	3
24MKTG7031	700	<a href="#">Enterprise Account Management</a>	30	0	0	0	0	3
24MKTG7041	700	<a href="#">Product Management</a>	30	0	0	0	0	3
24MKTG7051	700	<a href="#">Managing the Last Mile</a>	30	0	0	0	0	3
24MKTG7061	700	<a href="#">Marketing Analytics</a>	30	0	0	0	0	3
24MKTG7071	700	<a href="#">Brand Management</a>	30	0	0	0	0	3
24MKTG7081	700	<a href="#">Digital Marketing</a>	30	0	0	0	0	3
24MKTG7091	700	<a href="#">Integrated Marketing Communication</a>	30	0	0	0	0	3
24MKTG7101	700	<a href="#">Pricing</a>	30	0	0	0	0	3
<b>Operations &amp; Supply Chain</b>								
24OPSC6031	600	<a href="#">Decision Science - I</a>	30	0	0	0	0	3
24OPSC6041	600	<a href="#">Supply Chain Management</a>	30	0	0	0	0	3
24OPSC7001	700	<a href="#">Project Management</a>	30	0	0	0	0	3
24OPSC7011	700	<a href="#">Strategic Logistics Management</a>	30	0	0	0	0	3
24OPSC7021	700	<a href="#">Decision Science - II</a>	30	0	0	0	0	3
24OPSC7031	700	<a href="#">Continuous Improvement and Quality Management</a>	30	0	0	0	0	3
24OPSC7041	700	<a href="#">Supply Chain Analytics</a>	30	0	0	0	0	3
24OPSC7051	700	<a href="#">Managing Business Excellence</a>	30	0	0	0	0	3
24OPSC7061	700	<a href="#">Port and Shipping</a>	30	0	0	0	0	3
24OPSC7071	700	<a href="#">Circular Economy</a>	30	0	0	0	0	3

<b>Organizational Development &amp; Human Resources</b>								
24ODHR6041	600	<a href="#">Talent Management and Employee Retention</a>	30	0	0	0	0	3
24ODHR6051	600	<a href="#">Organisational Culture &amp; Change</a>	30	0	0	0	0	3
24ODHR7011	700	<a href="#">HR Analytics</a>	30	0	0	0	0	3
24ODHR7021	700	<a href="#">Performance &amp; Career Management</a>	30	0	0	0	0	3
24ODHR7031	700	<a href="#">Making of a CEO</a>	30	0	0	0	0	3
24ODHR7041	700	<a href="#">Strategic Management of Human Capital</a>	30	0	0	0	0	3
24ODHR7051	700	<a href="#">Employment Law</a>	30	0	0	0	0	3
24ODHR7061	700	<a href="#">Managing HR in Global Context</a>	30	0	0	0	0	3
24ODHR7071	700	<a href="#">Learning &amp; Development</a>	30	0	0	0	0	3
24ODHR7081	700	<a href="#">HRM and AI</a>	30	0	0	0	0	3
24ODHR7091	700	<a href="#">Negotiation, Mediation and Conflict Resolution</a>	30	0	0	0	0	3
24ODHR7101	700	<a href="#">Global Human Resource Management</a> (VSP Campus alone)	30	0	0	0	0	3
PPOL6692	600	<a href="#">Law and Policy of Global Trade</a> (Hyd Campus alone)	30	0	0	0	0	3
<b>Information Systems</b>								
24INFS6031	700	<a href="#">Big Data Analytics</a>	30	0	0	0	0	3
24INFS6041	600	<a href="#">Emerging Technologies in Business</a>	30	0	0	0	0	3
24INFS7011	700	<a href="#">Artificial Intelligence in Business</a>	30	0	0	0	0	3
24INFS7021	700	<a href="#">Digital Ecosystems</a>	30	0	0	0	0	3
24INFS7031	700	<a href="#">IT and Digital Strategies</a>	30	0	0	0	0	3
24INFS7041	700	<a href="#">Web and Social Media Analytics</a>	30	0	0	0	0	3
24INFS7051	700	<a href="#">Digitalization in Business</a>	30	0	0	0	0	3
24INFS7061	700	<a href="#">Cyber Security</a>	30	0	0	0	0	3
24INFS7071	700	<a href="#">Cloud Computing</a>	30	0	0	0	0	3
24INFS7081	700	<a href="#">Natural Language Processing for Business</a>	30	0	0	0	0	3
PPOL7111	700	<a href="#">Challenges of AI Technology Regulations</a> (Hyd Campus alone)	30	0	0	0	0	3
<b>Entrepreneurship</b>								
24ENTP6011	600	<a href="#">Business Model Innovation</a>	30	0	0	0	0	3
24ENTP6021	600	<a href="#">Technology for Globalisation</a>	30	0	0	0	0	3
24ENTP7001	700	<a href="#">Family Businesses and Enterprises</a>	30	0	0	0	0	3
24ENTP7011	700	<a href="#">Technology Entrepreneurship</a>	30	0	0	0	0	3
24ENTP7021	700	<a href="#">Social Entrepreneurship</a>	30	0	0	0	0	3
24ENTP7031	700	<a href="#">Design Thinking for Business Innovation</a>	30	0	0	0	0	3
24ENTP7041	700	<a href="#">Entrepreneurial Finance</a>	30	0	0	0	0	3
24ENTP7051	700	<a href="#">Managing Innovations</a>	30	0	0	0	0	3
24ENTP7061	700	<a href="#">Managing Growth in Startups</a>	30	0	0	0	0	3
24ENTP7071	700	<a href="#">M&amp;A and Corporate Strategy</a>	30	0	0	0	0	3
<b>Total Credits</b>			<b>108</b>					
* Will be offered in Term 3								
\$ Will be offered in between Term 4 and Term 5								
# Will be offered in Term 5 to Term 8.								

### Course Articulation Matrix

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
24OPSC6001	Quantitative Techniques							
24BECO6001	Micro Economics							
24ODHR6001	Organisational Behaviour							
24ACFN6001	Financial Reporting and							
24MKTG6001	Marketing Management – I							
24OPSC6011	Operations Management							
24BECO6011	Macro Economics							
24ODHR6021	Human Resource							
24ACFN6011	Management Accounting							
24MKTG6011	Marketing Management – II							
24ACFN6021	Corporate Finance – I							
24INTB6001	International Business							
24INFS6011	Business Analytics							
24ENTP6001	Innovation &							
24INFS6021	Data Visualization for DM							
24OPSC6021	Business Research Methods							
24ACFN6031	Corporate Finance – II							
24STGM7001	Strategic Management							
24INFS7001	Digital Transformation							
24ODHR7001	Business Law							
24STGM7011	Phygital Lab							
24STGM7021	Business Ethics & Corporate							
24STGM7031	CSR & Sustainability							
24ODHR6011	Workshop – Business							
24INFS6001	Workshop – Spreadsheet							
24STGM6001	Workshop – Critical Writing							
24ODHR6031	Workshop – Effective							
24ITIM6555	International Immersion							
24IDIM6666	Industry Immersion							
24SOIM6777	Social Immersion							
24ENIM6888	Entrepreneurship Immersion							
24RSIM6999	Research Immersion							
24SINT7555	Summer Internship							
24FDLB7666	Founders Lab							
24RINT7777	Research Internship							
24STGM6061	Campus to Corporate							
24ACFN6041	Corporate Valuation							
24ACFN6051	Security Analysis and							
24ACFN7001	Commercial Banking							

24ACFN7011	Financial Derivatives							
24ACFN7021	Financial Statements							
24ACFN7031	Behavioural Finance							
24ACFN7041	Fixed Income Securities							
24ACFN7051	Merger, Acquisitions and							
24ACFN7061	Project and Structured							
24ACFN7071	Financial Analytics							
24ACFN7081	Fin Tech							
24ACFN7091	Sustainable Finance							
24INTB6011	Geopolitical Environment							
24INTB6021	International Economics							
24INTB7001	International Trade Logistics							
24INTB7011	International Marketing							
24INTB7021	Global Business Environment							
24INTB7031	International Finance							
24INTB7041	International Trade							
24INTB7051	Doing Business with							
24INTB7061	IB Negotiations & Cross							
24INTB7071	WTO & Regional Economic							
24MKTG6021	Consumer Behaviour							
24MKTG6031	Managing Retail Business							
24MKTG6041	Sustainable Marketing							
24MKTG7001	Sales Management							
24MKTG7011	Rural Marketing							
24MKTG7021	Services Marketing							
24MKTG7031	Enterprise Account							
24MKTG7041	Product Management							
24MKTG7051	Managing the Last Mile							
24MKTG7061	Marketing Analytics							
24MKTG7071	Brand Management							
24MKTG7081	Digital Marketing							
24MKTG7091	Integrated Marketing							
24MKTG7101	Pricing							
24OPSC6031	Decision Science - I							
24OPSC6041	Supply Chain Management							
24OPSC7001	Project Management							
24OPSC7011	Strategic Logistics							
24OPSC7021	Decision Science - II							
24OPSC7031	Continuous Improvement							
24OPSC7041	Supply Chain Analytics							
24OPSC7051	Managing Business							
24OPSC7061	Port and Shipping							

24OPSC7071	Circular Economy							
24ODHR6041	Talent Management and							
24ODHR6051	Organisational Culture &							
24ODHR7011	HR Analytics							
24ODHR7021	Performance & Career							
24ODHR7031	Making of a CEO							
24ODHR7041	Strategic Management of							
24ODHR7051	Employment Law							
24ODHR7061	Managing HR in Global							
24ODHR7071	Learning & Development							
24ODHR7081	HRM and AI							
24ODHR7091	Negotiation, Mediation and							
24INFS6031	Big Data Analytics							
24INFS6041	Emerging Technologies in							
24INFS7011	Artificial Intelligence in							
24INFS7021	Digital Ecosystems							
24INFS7031	IT and Digital Strategies							
24INFS7041	Web and Social Media							
24INFS7051	Digitization in Business							
24INFS7061	Cyber Security							
24INFS7071	Cloud Computing							
24INFS7081	Natural Language Processing							
24ENTP6011	Business Model Innovation							
24ENTP6021	Technology for Globalisation							
24ENTP7001	Family Businesses and							
24ENTP7011	Technology							
24ENTP7021	Social Entrepreneurship							
24ENTP7031	Design Thinking for Business							
24ENTP7041	Entrepreneurial Finance							
24ENTP7051	Managing Innovations							
24ENTP7061	Managing Growth in Startup							
24ENTP7071	M&A and Corporate Strategy							



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**GITAM School of Business**  
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