

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)
(Deemed to be University)

VISAKHAPATNAM * HYDERABAD * BENGALURU

Accredited by NAAC with A⁺⁺ 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

We aspire to shape generations of ethical and impactful leaders.

Mission

1. To enrich the academic learning experience by leveraging the dynamic ecosystem.
2. To engage in research that enriches scholarship, which enhances policy and practice.
3. To embark on sustainable initiatives aimed at making an inclusive societal impact.

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	3	3	3	3	3
M2	2	2	2	3	1
M3	1	3	3	1	2

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:** Evaluate emerging technologies for improving business performance
- PSO2:** Demonstrate the commitment to solve societal problems

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
	Total	108	100

Programme Core Courses								
The minimum number of Credits to be earned is 65.								
Course code	Level	Course Title	L	T	P	S	J	C
24OPSC6001	600	Quantitative Techniques	20	10	0	0	0	3
24BECO6001	600	Micro Economics	20	0	0	0	0	2
24ODHR6001	600	Organisational Behaviour	30	0	0	0	0	3
24ACFN6001	600	Financial Reporting and Analysis	30	0	0	0	0	3
24MKTG6001	600	Marketing Management – I	20	0	0	0	0	2
24OPSC6011	600	Operations Management	30	0	0	0	0	3
24BECO6011	600	Macro Economics	20	0	0	0	0	2
24ODHR6021	600	Human Resource Management	30	0	0	0	0	3
24ACFN6011	600	Management Accounting and Control	30	0	0	0	0	3
24MKTG6011	600	Marketing Management – II	20	0	0	0	0	2
24ACFN6021	600	Corporate Finance – I	20	0	0	0	0	2
24INTB6001	600	International Business	30	0	0	0	0	3
24INFS6011	600	Business Analytics	0	0	40	0	0	2
24ENTP6001	600	Innovation & Entrepreneurship	20	0	0	0	0	2
24INFS6021	600	Data Visualization for DM	20	0	20	0	0	3
24OPSC6021	600	Business Research Methods	20	0	20	0	0	3
24ACFN6031	600	Corporate Finance – II	20	0	0	0	0	2
24STGM7001	700	Strategic Management	30	0	0	0	0	3
24INFS7001	700	Digital Transformation	30	0	0	0	0	3
24ODHR7001	600	Business Law	30	0	0	0	0	3
24STGM7011	700	Phyigital Lab	0	0	60	0	0	3
24STGM7021	700	Business Ethics & Corporate Governance	30	0	0	0	0	3
24STGM7031	700	CSR & Sustainability	30	0	0	0	0	3
24ODHR6011	600	Business Communication	0	0	20	0	0	1
24INFS6001	600	Spreadsheet Modelling	0	0	20	0	0	1
24STGM6001	600	Critical Writing	0	0	20	0	0	1
24ODHR6031	600	Effective Leadership	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
Immersion (Courses) * [Total of 4 credits]								
		Mandatory course						
24SOIM6777	600	Social Immersion	0	0	0	20	0	1
		Choose any one course						
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
Independent Study (Courses) \$ [Any one for 9 credits]								
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
Non Credit Mandatory Courses #								
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
Accounting and Finance								
24ACFN6041	600	Corporate Valuation	30	0	0	0	0	3
24ACFN6051	600	Security Analysis and Portfolio Management	30	0	0	0	0	3
24ACFN7001	700	Commercial Banking	30	0	0	0	0	3
24ACFN7011	700	Financial Derivatives	30	0	0	0	0	3
24ACFN7021	700	Financial Statements Analysis	30	0	0	0	0	3
24ACFN7031	700	Behavioural Finance	30	0	0	0	0	3
24ACFN7041	700	Fixed Income Securities	30	0	0	0	0	3
24ACFN7051	700	Merger, Acquisitions and Restructuring	30	0	0	0	0	3
24ACFN7061	700	Project and Structured Finance	20	0	20	0	0	3
24ACFN7071	700	Financial Analytics	30	0	0	0	0	3
24ACFN7081	700	Fin Tech	30	0	0	0	0	3
24ACFN7091	700	Sustainable Finance	30	0	0	0	0	3
PPOL6541	600	Economic Freedom, Financial Inclusion and Digital Banking (Hyd Campus alone)	30	0	0	0	0	3
PPOL6681	600	Climate Change and Finance (Hyd Campus alone)	30	0	0	0	0	3
PPOL6651	600	Environmental Social and Governance: Reporting Investing and Governance (Hyd Campus alone)	30	0	0	0	0	3

International Business								
24INTB6011	600	Geopolitical Environment	30	0	0	0	0	3
24INTB6021	600	International Economics	30	0	0	0	0	3
24INTB7001	700	International Trade Logistics	30	0	0	0	0	3
24INTB7011	700	International Marketing Management	30	0	0	0	0	3
24INTB7021	700	Global Business Environment & Trade Policy	30	0	0	0	0	3
24INTB7031	700	International Finance	30	0	0	0	0	3
24INTB7041	700	International Trade Operations	30	0	0	0	0	3
24INTB7051	700	Doing Business with Emerging Markets	30	0	0	0	0	3
24INTB7061	700	IB Negotiations & Cross Cultural Management	30	0	0	0	0	3
24INTB7071	700	WTO & Regional Economic Integration	30	0	0	0	0	3
Marketing								
24MKTG6021	600	Consumer Behaviour	30	0	0	0	0	3
24MKTG6031	600	Managing Retail Business	30	0	0	0	0	3
24MKTG6041	600	Sustainable Marketing	30	0	0	0	0	3
24MKTG7001	700	Sales Management	30	0	0	0	0	3
24MKTG7011	700	Rural Marketing	30	0	0	0	0	3
24MKTG7021	700	Services Marketing	30	0	0	0	0	3
24MKTG7031	700	Enterprise Account Management	30	0	0	0	0	3
24MKTG7041	700	Product Management	30	0	0	0	0	3
24MKTG7051	700	Managing the Last Mile	30	0	0	0	0	3
24MKTG7061	700	Marketing Analytics	20	0	20	0	0	3
24MKTG7071	700	Brand Management	30	0	0	0	0	3
24MKTG7081	700	Digital Marketing	30	0	0	0	0	3
24MKTG7091	700	Integrated Marketing Communication	30	0	0	0	0	3
24MKTG7101	700	Pricing	30	0	0	0	0	3
Operations & Supply Chain								
24OPSC6031	600	Decision Science - I	20	0	20	0	0	3
24OPSC6041	600	Supply Chain Management	30	0	0	0	0	3
24OPSC7001	700	Project Management	30	0	0	0	0	3
24OPSC7011	700	Strategic Logistics Management	30	0	0	0	0	3
24OPSC7021	700	Decision Science - II	20	0	20	0	0	3
24OPSC7031	700	Continuous Improvement and Quality Management	30	0	0	0	0	3
24OPSC7041	700	Supply Chain Analytics	20	0	20	0	0	3
24OPSC7051	700	Managing Business Excellence	20	0	20	0	0	3
24OPSC7061	700	Port and Shipping	20	0	20	0	0	3
24OPSC7071	700	Circular Economy	20	0	20	0	0	3

Organizational Development & Human Resources								
24ODHR6041	600	Talent Management and Employee Retention	30	0	0	0	0	3
24ODHR6051	600	Organisational Culture & Change	30	0	0	0	0	3
24ODHR7011	700	HR Analytics	30	0	0	0	0	3
24ODHR7021	700	Performance & Career Management	30	0	0	0	0	3
24ODHR7031	700	Making of a CEO	30	0	0	0	0	3
24ODHR7041	700	Strategic Management of Human Capital	30	0	0	0	0	3
24ODHR7051	700	Employment Law	30	0	0	0	0	3
24ODHR7061	700	Managing HR in Global Context	30	0	0	0	0	3
24ODHR7071	700	Learning & Development	30	0	0	0	0	3
24ODHR7081	700	HRM and AI	30	0	0	0	0	3
24ODHR7091	700	Negotiation, Mediation and Conflict Resolution	30	0	0	0	0	3
24ODHR7101	700	Global Human Resource Management (VSP Campus alone)	30	0	0	0	0	3
PPOL6692	600	Law and Policy of Global Trade (Hyd Campus alone)	30	0	0	0	0	3
Information Systems								
24INFS6031	700	Big Data Analytics	20	0	20	0	0	3
24INFS6041	600	Emerging Technologies in Business	30	0	0	0	0	3
24INFS7011	700	Artificial Intelligence in Business	20	0	20	0	0	3
24INFS7021	700	Digital Ecosystems	30	0	0	0	0	3
24INFS7031	700	IT and Digital Strategies	30	0	0	0	0	3
24INFS7041	700	Web and Social Media Analytics	20	0	20	0	0	3
24INFS7051	700	Digitalization in Business	30	0	0	0	0	3
24INFS7061	700	Cyber Security	20	0	20	0	0	3
24INFS7071	700	Cloud Computing	30	0	0	0	0	3
24INFS7081	700	Natural Language Processing for Business	20	0	20	0	0	3
PPOL7111	700	Challenges of AI Technology Regulations (Hyd Campus alone)	30	0	0	0	0	3
Entrepreneurship								
24ENTP6011	600	Business Model Innovation	30	0	0	0	0	3
24ENTP6021	600	Technology for Globalisation	30	0	0	0	0	3
24ENTP7001	700	Family Businesses and Enterprises	30	0	0	0	0	3
24ENTP7011	700	Technology Entrepreneurship	30	0	0	0	0	3
24ENTP7021	700	Social Entrepreneurship	30	0	0	0	0	3
24ENTP7031	700	Design Thinking for Business Innovation	30	0	0	0	0	3
24ENTP7041	700	Entrepreneurial Finance	30	0	0	0	0	3
24ENTP7051	700	Managing Innovations	30	0	0	0	0	3
24ENTP7061	700	Managing Growth in Startups	30	0	0	0	0	3
24ENTP7071	700	M&A and Corporate Strategy	30	0	0	0	0	3
			Total Credits				108	
* 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
24OPSC6001	Quantitative Techniques		3	3	1	2
24BECO6001	Micro Economics	3	3	1	1	3
24ODHR6001	Organizational Behavior	3	3	3	3	2
24ACFN6001	Financial Reporting and	1	2	1	1	1
24MKTG6001	Marketing Management – I	1	2	1	1	3
24OPSC6011	Operations Management	3	2		3	2
24BECO6011	Macro Economics	3	3		2	3
24ODHR6021	Human Resource	3	3	1	2	3
24ACFN6011	Management Accounting	2	3	1	1	
24MKTG6011	Marketing Management – II	2	1	1	1	1
24ACFN6021	Corporate Finance – I	3	2			3
24INTB6001	International Business	3	3	1		2
24INFS6011	Business Analytics	3	1		1	3
24ENTP6001	Innovation &	2	1	1	1	2
24INFS6021	Data Visualization for DM	2	2	1	2	2
24OPSC6021	Business Research Methods	2	2	1	1	2
24ACFN6031	Corporate Finance – II	3	2			3
24STGM7001	Strategic Management	3	2	2	1	2
24INFS7001	Digital Transformation	3	3	3	1	3
24ODHR7001	Business Law	2	1	1	2	3
24STGM7021	Business Ethics & Corporate	2	2	2	2	1
24STGM7031	CSR & Sustainability	2	3	2	1	2
24ODHR6011	Workshop – Business	2	1	1	3	
24INFS6001	Workshop – Spreadsheet	2	2		2	2
24STGM6001	Workshop – Critical Writing	2	2			3
24ODHR6031	Workshop – Effective	3	3	3	2	1
24ACFN6041	Corporate Valuation	3	3	3	2	3
24ACFN6051	Security Analysis and	2	3	3	3	1
24ACFN7001	Commercial Banking	3	2			3
24ACFN7011	Financial Derivatives	3	2	1	2	3
24ACFN7021	Financial Statements	3	2	2	1	1
24ACFN7031	Behavioural Finance	2		1	1	
24ACFN7041	Fixed Income Securities	1	1	1	1	1
24ACFN7051	Merger, Acquisitions and	3	3	3	2	3
24ACFN7061	Project and Structured	3	2	1	2	1
24ACFN7071	Financial Analytics	1	2	2	1	1
24ACFN7081	Fin Tech	2	2	1	1	3
24ACFN7091	Sustainable Finance	2	3	2	3	3
24INTB6011	Geopolitical Environment	2	3	2	3	2

24INTB6021	International Economics	2	3	2	3	2
24INTB7001	International Trade Logistics	1	2	3		
24INTB7011	International Marketing	3	3	2	3	3
24INTB7021	Global Business Environment	1	3	3	2	1
24INTB7031	International Finance	3	3	3	3	2
24INTB7041	International Trade	1	2	3		
24INTB7051	Doing Business with	1	3	3	2	1
24INTB7061	IB Negotiations & Cross	1	2	3		
24INTB7071	WTO & Regional Economic	1	3	3	2	1
24MKTG6021	Consumer Behaviour	1	1	1	1	2
24MKTG6031	Managing Retail Business	3	1	2	2	3
24MKTG6041	Sustainable Marketing	3	3	3	2	3
24MKTG7001	Sales Management	3	1	2	2	3
24MKTG7011	Rural Marketing	3	3	3	2	3
24MKTG7021	Services Marketing	3	3	2	3	3
24MKTG7031	Enterprise Account	3	1	1	2	1
24MKTG7041	Product Management	1	2		3	1
24MKTG7051	Managing the Last Mile	3	1	1	3	3
24MKTG7061	Marketing Analytics	3	1	1	1	1
24MKTG7071	Brand Management	3	1	1	3	3
24MKTG7081	Digital Marketing	3	3	1	3	2
24MKTG7091	Integrated Marketing	1	3	2	3	3
24MKTG7101	Pricing	2	2	2	2	2
24OPSC6031	Decision Science - I		3		1	2
24OPSC6041	Supply Chain Management	2	2		3	2
24OPSC7001	Project Management	3		3	2	3
24OPSC7011	Strategic Logistics	1	3	3	2	2
24OPSC7021	Decision Science - II	3			1	2
24OPSC7031	Continuous Improvement	3		3	2	3
24OPSC7041	Supply Chain Analytics	2	1	1	2	2
24OPSC7051	Managing Business	3	3		2	3
24OPSC7061	Port and Shipping	2	3	2	3	3
24OPSC7071	Circular Economy	3	3			3
24ODHR6041	Talent Management and	2	2	1	1	2
24ODHR6051	Organisational Culture &	3	3	2	2	3
24ODHR7011	HR Analytics	3	1	1	2	2
24ODHR7021	Performance & Career	2	2	1	2	2
24ODHR7031	Making of a CEO	2	2	2	2	3
24ODHR7041	Strategic Management of	2	1	1	1	2
24ODHR7051	Employment Law	1	1	1	1	1
24ODHR7061	Managing HR in Global	2	2	2	2	3
24ODHR7071	Learning & Development	2	1	1	1	1

24ODHR7081	HRM and AI	1	2	1	1	2
24ODHR7091	Negotiation, Mediation and	3	1	2	2	3
24INFS6031	Big Data Analytics	1	1	3	3	3
24INFS6041	Emerging Technologies in	2	1	2	1	2
24INFS7011	Artificial Intelligence in	3	3	2	3	
24INFS7021	Digital Ecosystems	2	3	1	3	2
24INFS7031	IT and Digital Strategies	2	2	2	2	2
24INFS7041	Web and Social Media	2	3	3	1	3
24INFS7051	Digitization in Business	2	2	1	2	3
24INFS7061	Cyber Security	2	3	3	3	2
24INFS7071	Cloud Computing	3	3	1	3	3
24INFS7081	Natural Language Processing	2	2	3	1	3
24ENTP6011	Business Model Innovation	3	2	1	1	2
24ENTP6021	Technology for Globalisation	3	2	1	1	2
24ENTP7001	Family Businesses and	3	2	1	1	2
24ENTP7011	Technology	1	1	1	2	2
24ENTP7021	Social Entrepreneurship	3	1	1	1	2
24ENTP7031	Design Thinking for Business	2	1	2	2	2
24ENTP7041	Entrepreneurial Finance	2	2	1	1	2
24ENTP7051	Managing Innovations	1	2	2	2	2
24ENTP7061	Managing Growth in Startup	3	3	1	1	2
24ENTP7071	M&A and Corporate Strategy	2	1	1	1	2



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