



TECNIA INSTITUTE OF ADVANCED STUDIES GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

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Notice

Date : 29.07.2023

Attn : MBA Students ; Batch 2022-2024

Subject: Choice of specialization

This is to inform that all Students can choose/select atleast two papers of their choice from the two specialisation areas i.e. Dual Specialisation. For earning a specialisation, a student is required to study four papers from each specialisation stream. The two papers would be selected in III semester and two papers would be selected in IV semester. This will help a student to earn two specialisation streams i.e. Dual Specialisation. Students must opt distinct courses for each specialization i.e. the same course cannot be studied in two different specializations.

ELECTIVES- I AND II

Electives of Marketing

- MS -213 Consumer Behavior
- MS- 215 Sales and Distribution Management
- MS -217 Services Marketing
- MS -219 Customer Relationship Management

Electives of Finance

- MS -221 International Financial Management
- MS -223 Financial Markets and Institutions
- MS -225 Investment Analysis & Portfolio Management
- MS -227 Financial Econometrics

Electives of HR

- MS -229 Management of Training, Learning and Development
- MS -231 Managing Industrial Relations
- MS -233 Talent Management
- MS -235 Compensation and Performance Management

Electives of IT

- MS -237 Digitalization and e-Governance
- MS -239 Artificial Intelligence & Machine Learning
- MS -241 Database Management Systems
- MS -243 Database Management Systems Lab
- MS -245 Enterprise Systems

Electives of International Business

- MS -247 International Business Environment and Strategy
- MS -249 Export, Import Policies, Procedures and Documentation

- MS -251 International Financial Management
- MS -253 International Business Negotiation

Electives of Operations & Analytics

- MS -255 Enterprise Systems
- MS -257 Operations Strategy
- MS -259 Logistics and Supply Chain Management
- MS -261 Predictive Analytics & Big Data

Submit your choices to your class In charge before July 15th 2023.

Dr. Pooja Sharma
29/7/23

Head of Department (MBA)

Copy for information to :

- 1) Director Office
- 2) Dean Development Office
- 3) Dean Academics Office
- 4) Examination Cell