

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade "A" Institute

Department of Management Sciences
MASTER OF BUSINESS ADMINISTRATION - MBA

Ref. No.: TIAS/MBA/2021-22/126

Dated: 01.12.2021

Subject: FUNCTIONAL ELECTIVE THEORY (Session 2021-22)

Reference to Scheme of Examination & Syllabi of Master of Business Administration w.e.f. Academic Session 2021-22 onwards of Guru Gobind Singh Indraprastha University, the Department of Management Sciences of the Tecnia Institute of Advanced Studies' for its Postgraduate program in Management i.e. MBA has following Functional Elective Theory courses.

FUNCTIONAL ELECTIVE THEORY

SECOND SEMESTER					
Code No.	Paper	Type	L	TIP	Credits
MS-I 18	MOOC/Open Elective*	Ability Enhancement		-	3

Note:

*The student is required to choose one MOOC course of 3 credits at PG level as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution. Alternatively, student can pursue any course at PG level offered in the campus by any USS/College with due intimation to the Program Coordinator/Dean/Director of the School/College.

The Student is required to undergo Summer Training of Six to Eight Weeks after the end-term exam of 2nd Semester and obtain a Certificate of Training from the organization as per the format prescribed.

A Post-Graduate Diploma in Management will be awarded, if a student wishes to exit at the end of first year/second semester upon successful completion.

A Student having qualified in Post Graduate Diploma in Management from GGSIP University can join the MBA program in 3rd Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalization) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the program Number of years spent for studies of this program cannot be more than N+2 years.

THIRD SEMESTER					
Code No.	Paper	Type	L	TIP	Credits
Elective Specialization I & II			3	-	3
Electives of Marketing					
MS -213	Consumer Behavior	Discipline Specific Ele	3	-	3
MS- 215	Sales and Distribution Management	Discipline Specific Ele	3	-	3
MS -217	Services Marketing	Discipline Specific Ele	3	-	3
MS -219	Consumer Relationship Management	Discipline Specific Ele	3	-	3
Electives of Finance					
MS -221	International Financial Management	Discipline Specific Ele	3	-	3
MS -223	Financial Markets and Institutions	Discipline Specific Ele	3	-	3
MS -225	Investment Analysis & Portfolio Management	Discipline Specific Ele	3	-	3
MS -227	Financial Econometrics	Discipline Specific Ele	3	-	3
Electives of HR					
MS -229	Management of Training, Learning and Development	Discipline Specific Ele	3	-	3
MS -231	Managing Industrial Relations	Discipline Specific Ele	3	-	3
MS -233	Talent Management	Discipline Specific Ele	3	-	3
MS -235	Compensation and Performance Management	Discipline Specific Ele	3	-	3
Electives of IT					
MS -237	Digitalization and E-Governance	Discipline Specific Ele	3	-	3
MS -239	Artificial Intelligence & Machine Learning	Discipline Specific Ele	3	-	3
MS -241	Database Management Systems	Discipline Specific Ele	3	-	3
MS -243	Database Management Systems Lab	Discipline Specific Ele	-	3	3
MS -245	Enterprise Systems	Discipline Specific Ele	3	-	3
Electives of International Business					
MS -247	International Business Environments and Strategy	Discipline Specific Ele	3	-	3
MS -249	Export, Import Policies, Procedures and Documentation	Discipline Specific Ele	3	-	3
MS -251	International Financial Management	Discipline Specific Ele	3	-	3
MS -253	International Business Negotiation	Discipline Specific Ele	3	-	3
Electives of Operations & Analytics					
MS -255	Enterprise Systems	Discipline Specific Ele	3	-	3
MS -257	Operations Strategy	Discipline Specific Ele	3	-	3
MS -259	Logistics and Supply Chain Management	Discipline Specific Ele	3	-	3
MS -261	Predictive Analytics & Big Data	Discipline Specific Ele	3	-	3
Total			29	2	34

*The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective

institution. Alternatively, student can pursue any course at PG level offered in the campus by any USS/College with due intimation to the Program Coordinator/Dean/Director of the School/College.

- The Students may undertake Education cum Industrial Tour to any station within India or Abroad (optional) with the prior permission of Dean/Director.
- For Project Dissertation to be done in 4th Semester, the allocation of Project Guide and selection of Topic will be done at the commencement of the 3rd Semester and notified. Students can choose/select at least two papers of their choice from the two specialization areas i.e. Dual Specialization. For earning a specialization, a student is required to study four papers from each specialization 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 specialization streams i.e. Dual Specialization.
- Students must opt distinct courses for each specialization i.e. the same course cannot be studied in two different specializations.

FOURTH SEMESTER					
Code No.	Paper	Type	L	TIP	Credits
Elective Specialization III & IV			3	-	3
Electives of Marketing					
MS -206	Advertising & Brand Management	Discipline Specific Ele	3	-	3
MS -208	Digital & Social Media Marketing	Discipline Specific Ele	3	-	3
MS -210	Marketing Analytics	Discipline Specific Ele	3	-	3
MS -212	Retail Management	Discipline Specific Ele	3	-	3
Electives of Finance					
MS -214	Mergers, Acquisitions and Corporate Restructuring	Discipline Specific Ele	3	-	3
MS -216	Financial Derivatives	Discipline Specific Ele	3	-	3
MS -218	Behavioral Finance	Discipline Specific Ele	3	-	3
MS -220	FinTech	Discipline Specific Ele	3	-	3
Electives of HR					
MS -222	Managing Organizational Development	Discipline Specific Ele	3	-	3
MS -224	Leadership and Teamwork in Blended Organizations	Discipline Specific Ele	3	-	3
MS -226	People Analytics	Discipline Specific Ele	3	-	3
MS -228	Managing Diversity and Inclusion	Discipline Specific Ele	3	-	3
Electives of IT					
MS -230	Advanced Business Analytics & Predictive Modeling	Discipline Specific Ele	3	-	3
MS -232	Information Security	Discipline Specific Ele	3	-	3
MS -234	Data Modeling with Python	Discipline Specific Ele	3	-	3
MS -236	Business Intelligence and Applications	Discipline Specific Ele	3	-	3
Electives of International Business					
MS -238	Global Competitiveness	Discipline Specific Ele	3	-	3
MS -240	WTO and Intellectual Property Rights	Discipline Specific Ele	3	-	3
MS -242	International Human Resource Cross Cultural	Discipline Specific Ele	3	-	3
MS-244	International Marketing	Discipline Specific Ele	3	-	3
Electives of Operations & Analytics					
MS -246	Business Process Management	Discipline Specific Ele	3	-	3
MS -248	Advanced Business Analytics & Predictive Modeling	Discipline Specific Ele	3	-	3
MS -250	Project Management	Discipline Specific Ele	3	-	3
MS -252	Supply Chain Analytics	Discipline Specific Ele	3	-	3
Total					

- Students can choose/select two papers of their choice from the two specialization areas i.e. Dual Specialization already selected by them in 3rd Semester.
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