

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

## Master of Business Administration (MBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

### ELECTIVES-III AND IV

Electives of Marketing		
Code No	Paper	Details
MS -206	Advertising & Brand Management	<a href="#">View More</a>
MS -208	Digital & Social Media Marketing	<a href="#">View More</a>
MS -210	Marketing Analytics	<a href="#">View More</a>
MS -212	Retail Management	<a href="#">View More</a>
Electives of Finance		
MS -214	Mergers, Acquisitions and Corporate Restructuring	<a href="#">View More</a>
MS -216	Financial Derivatives	<a href="#">View More</a>
MS -218	Behavioral Finance	<a href="#">View More</a>
MS -220	FinTech	<a href="#">View More</a>
Electives of HR		
MS -222	Managing Organizational Development	<a href="#">View More</a>
MS -224	Leadership and Teamwork in Blended Organizations	<a href="#">View More</a>
MS -226	People Analytics	<a href="#">View More</a>
MS -228	Managing Diversity and Inclusion	<a href="#">View More</a>
Electives of IT		
MS -230	Advanced Business Analytics & Predictive Modelling	<a href="#">View More</a>
MS -232	Information Security	<a href="#">View More</a>
MS -234	Data Modelling with Python	<a href="#">View More</a>
MS -236	Business Intelligence and Applications	<a href="#">View More</a>
Electives of International Business		
MS -238	Global Competitiveness	<a href="#">View More</a>
MS -240	WTO and Intellectual Property Rights	<a href="#">View More</a>
MS -242	International Human Resource & Cross Cultural Management	<a href="#">View More</a>
MS -244	International Marketing	<a href="#">View More</a>
Electives of Operations & Analytics		
MS -246	Business Process Management	<a href="#">View More</a>
MS -248	Advanced Business Analytics & Predictive Modelling	<a href="#">View More</a>
MS -250	Project Management	<a href="#">View More</a>
MS -252	Supply Chain Analytics	<a href="#">View More</a>