

*Creating a World  
of Leaders*

# MASTER'S PROGRAM IN BUSINESS ADMINISTRATION DUAL SPECIALIZATIONS

The right & deemed fit students will be provided with 100% placement assistance



**ELIGIBILITY:**  
**GRADUATION OR ABOVE**



**DURATION:**  
**REGULAR (2 YEARS)**  
**FAST TRACK AVAILABLE**



**WORK EXPERIENCE:**  
**3 YEARS**



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## COURSE DESCRIPTION

The Dual specialization programs that our institution offers helps the student choose from a plethora of subjects. The student has options to choose from more than 100 specializations (eg-, Advertising Management , Airlines Management ,Public relations Management and so on. By choosing this type of a dual specialization program it helps the student to focus their goal or target on any specialization of their choice which they think they will excel in. If the student wants to work in a specific organization which handles a particular type of management ,then the student can opt to study the specialization accordingly. During the MBA program, the business schools allow students to take up more courses and assignments in a certain area/domain such as Marketing, Human Resources or Finance as a part of their electives. When the student successfully completes these set of elective courses devoted to a certain area, he/she is awarded an MBA degree with specialisation in that particular area.

- Career scope of the specialisation/ Placements/Internship opportunities
- Reputation of the faculty of the institute in the specialisation of your choice
- Pedagogy of the specialisation of your choice
- Infrastructure related to the specialisation of your choice



## Our Subjects

### YEAR 1 (Sem-1)

- Principles of Management
- Financial Accounting
- Managerial Economics
- Business Communication
- Communication Skills

### YEAR 1 (Sem-2)

- Production/Operation Management
- Cost Accounting
- Research Methodology
- Human Resource Management
- Marketing Management

### YEAR 2 (Sem-3)

- Financial Management
- Management Information System
- Business Law
- General Management
- Organizational Behaviour

### YEAR 2 (Sem-4)

- Business Ethics & Corporate Governance
- Quantitative Techniques
- SPECIALIZATION
- SPECIALIZATION
- Project