Syllabus for 2-Years MBA for Working Professionals

Business School

Techno India University, West Bengal
EM-4, EM Block, Sector V, Bidhannagar, Kolkata, West Bengal 700091

TECHNO INDIA UNIVERSITY
WESTBENGAL

MBA for Working Professionals Course Curriculum

for All Semesters

Semester I

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
Theory							
1	TIU-PMG-T1101	Marketing and Digital Marketing	3	0	0	3	
2	TIU-PMG-T1103	Accounting and Finance for AI enabled Organization	3	0	0	3	
3	TIU-PMG-T1105	Principle of Management and Organizational Behavior	3	0	0	3	
4	TIU-PMG-T1107	Managerial Economics	3	0	0	3	
5	TIU-PMG-T1109	Business Analytics and Data Science	3	0	0	3	
Practical							
1	TIU-PMG-L1101	Marketing and Digital Marketing (Lab)	0	0	2	2	
2	TIU-PMG-L1103	Accounting and Finance for AI enabled Organization (Lab)	0	0	2	2	
3	TIU-PMG-L1181	Business Communication for AI (Lab)	0	0	3	3	
Sessional							
1	TIU-PMG-S1101	Career Advancement Skill Development (CASD)	2	0	0	2	
Total Credit						24	

Semester II

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
Theory							
1	TIU-PMG-T1102	Operations and Automation of Management	3	0	0	3	
2	TIU-PMG-T1104	Legal Aspects of Business	3	0	0	3	
3	TIU-PMG-T1106	Human Resource Management	3	0	0	3	
4	TIU-PMG-T1108	Entrepreneurship, Innovation, and start up Management	3	0	0	3	
5	TIU-PMG-E1102#	*Elective I	4	0	0	4	
Practical							
1	TIU-PMG-L1182	Social Media and Internet enabled Business (Lab)	0	0	3	3	
Sessional							
1	TIU-PMG-S1102	Career Advancement Skill Development (CASD)	0	4	0	4	
Total Credit						23	

*Electives:

1. Healthcare as AI Users (TIU-PMG-E1102A)

2. Technology and Systems with AI (TIU-PMG-E1102B)

3. Manufacturing Industry to meet Industry 4.0 (TIU-PMG-E1102C)

4. Digital Marketing and AI Tools Management

5. Consumer Analytics as AI Users

6. Media Management as AI Users

7. Corporate Finance

8. Social and Cultural Environment of Business

Semester III

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
Theory							
1	TIU-PMG-P2201	Project Synopsis	0	10	0	10	
2	TIU-PMG-I2201	Internship	0	15	0	15	
Total Credit						25	

TECHNO INDIA UNIVERSITY
WESTBENGAL

Semester IV

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
Theory							
1	TIU-PMG-P2202	Project Submission	0	20	0	20	
2	TIU-PMG-G2202	Grand Viva	0	10	0	10	
Total Credit						30	