

**School of Entrepreneurship**  
**Rishihood University**  
**Course Structure**  
**Master of Business Administration (MBA)**  
**Batch 2021, Academic Year 2021-22**

**Semester: I**

<b>Code</b>	<b>Courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
SOEN-1710	Principles of Management	4	-	-	4
SOEN-1711	Introduction to Financial Accounting	4	-	-	4
SOEN-1712	Economics	4	-	-	4
SOEN-1713	Organizational Behaviour	4	-	-	4
SOEN-1714	Marketing Management	4	-	-	4
SOEN-1715	Business Communications	4	-	-	4
<b>Total Credits</b>	24				

**Semester: II**

<b>Code</b>	<b>Courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
SOEN-1729	Legal Aspects of Business	4	-	-	4
SOEN-1730	Financial Management	4	-	-	4
SOEN-1731	Human Resource Management	4	-	-	4
SOEN-1732	Research Methods in Business	4	-	-	4
SOEN-1733	Strategies for Business Growth	4	-	-	4
SOEN-1734	Digital Marketing	4	-	-	4
SOEN-1735	Supply Chain Management	4	-	-	4
<b>Total credits</b>	<b>28</b>				

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Semester: III

<b>Courses</b>	<b>Credits</b>
International Business	4
Production and Operations Management	4
Big Data Management Business Data Analytics	4
Elective I (Specialization 1)	4
Elective II (Specialization 1)	4
Elective I (Specialization 2)	4
Elective II (Specialization 2)	4
SIP (6 credits)	6
<b>Total Credits</b>	<b>34</b>

Semester: IV

<b>Courses</b>	<b>Credits</b>
Entrepreneurship and Innovation	4
Business Ethics and Corporate Governance	4
Elective III (Specialization 1)	4
Elective IV (Specialization 1)	4
Elective III (Specialization 2)	4
Elective IV (Specialization 2)	4
<b>Total Credits</b>	<b>24</b>

**Total credits = 24 + 28 + 34 + 24 = 110**

<b>MARKETING ELECTIVE</b>	<b>Credits</b>
1. Consumer Behaviour	4
2. Integrated Marketing Communications	4
3. Creating Brand Value	4
4. Services Marketing	4
5. Sales and Distribution Management	4
6. Retailing & Franchising	4
7. Neuro Marketing	4

8 B2B Marketing	4
9. Marketing Analytics	4
10. International Marketing	4
11. Rural Marketing	4

<b>FINANCE ELECTIVE</b>	<b>Credits</b>
1. Project Finance and Appraisal	4
2. Management of Banks and Financial Institutions	4
3. Personal Financial Planning and Wealth Management	4
4. Security Analysis and Investment Management	4
5. Financial Markets and Institutions	4
6. Working Capital Management	4
7. Financial Risk Management	4
8. Behavioural Finance	4
9. Venture Capital & Private Equity	4
10. Investment Banking	4
11. Corporate Restructuring	4
12. Financial Analytics	4
13. Financial Technology	4

<b>HR ELECTIVE</b>	<b>Credits</b>
1. Compensation and Benefits	4
2. Industrial Relations & Labour Law	4
3. Learning & Development (3)	4
4. Performance Management & Competency Mapping	4
5. Strategic HRM	4
6. Managing Human Capital	4
7. HR Analytics	4
8. Leadership Skill and Team Building	4
9 Organization Development and Change	4
10. International Human Resources Management	4
11. Economics and Accounting aspects of Human Capital	4

<b>International Business ELECTIVE</b>	<b>Credits</b>
1. International Finance	4
2. Cross Cultural and Global HR Management	4
3. International Trade and Architecture	4
4. International Marketing	4
5. WTO and Regional Trade Agreements	4
6. International Trade Operations and Documentation	4
7. Global Logistics and Supply Chain Management	4
8. International Commercial Law	4
9. International Business Environment	4
10. Art of Negotiation	4

<b>Entrepreneurship ELECTIVE</b>	
1. Venture Capital	4
2. Cost and Quality Control	4
3. Product Design	4
4. Business models (2 credits)	2
5. Succession planning (2 credits)	2
6. Production management	4
7. International Growth Strategies for New Businesses	4
8. Social entrepreneurship	4
9. People Management in SME & Family Business	4
10. Communicating for Personal Branding (2 cr)	2
11. Negotiation skills (2 cr)	2
12. Research for Product Market Fit	4