

# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

## MASTER OF MANAGEMENT STUDIES

Syllabus effective from the Academic Year 2016-17

### SEMESTER I

<b>Sr. No.</b>	<b>Subjects</b>
1	Perspective Management
2	Financial Accounting
3	Business Statistics
4	Operations Management
5	Managerial Economics
6	Effective and Management Communication
7	Organisational Behaviour
8	Information Technology for Management

## SEMESTER II

<b>Sr. No.</b>	<b>Subjects</b>
1	Marketing Management
2	Financial Management
3	Operations Research
4	Business Research Methods
5	Human Resource Management
6	Legal & Tax Aspects of Business/Analysis of Financial Statements
7	Cost & Management Accounting
8	Business Environment

**SEMESTER III**

**SPECIALISATION : FINANCE**

<b>Sr. No.</b>	<b>Subjects</b>
1	International Business
2	Strategic Management <b>(University Assessment)</b>
3	Financial Markets and Institutions
4	Corporate Valuation and Mergers & Acquisitions
5	Security Analysis and Portfolio Management
6	Financial Regulations
7	Derivatives and Risk Management
8	Financial Modeling
9	Summer Internship

**SEMESTER IV**

**SPECIALISATION : FINANCE**

<b>Sr. No.</b>	<b>Subjects</b>
1	Project Management <b>(University Assessment)</b>
2	Venture Capital and Private Equity
3	Final Projects (3 Projects of 100 Marks each)

### SEMESTER III

#### SPECIALISATION : MARKETING

Sr. No.	Subjects
1	International Business
2	Strategic Management <b>(University Assessment)</b>
3	Sales Management
4	Marketing Strategy
5	Consumer Behaviour
6	Services Marketing
7	Product & Brand Management
8	Customer Relationship Management
9	Summer Internship

### SEMESTER IV

#### SPECIALISATION : MARKETING

Sr. No.	Subjects
1	Project Management <b>(University Assessment)</b>
2	B2B Marketing
3	Final Projects (3 Projects of 100 Marks each)

### SEMESTER III

#### SPECIALISATION : HUMAN RESOURCES

Sr. No.	Subjects
1	International Business
2	Strategic Management <b>(University Assessment)</b>
3	Training & Development
4	Compensation and Benefits
5	Competency Based HRM and Performance Management
6	Labour Laws and Implications on Industrial Relations
7	HR Planning and Applications of Technology in HR
8	Organisational Theories, Structure & Design
9	Summer Internship

### SEMESTER IV

#### SPECIALISATION : HUMAN RESOURCES

Sr. No.	Subjects
1	Project Management <b>(University Assessment)</b>
2	Strategic Human Resource Management
3	Final Projects (3 Projects of 100 Marks each)

**SEMESTER III**

**SPECIALISATION : OPERATIONS**

<b>Sr. No.</b>	<b>Subjects</b>
1	International Business
2	Strategic Management <b>(University Assessment)</b>
3	Supply Chain Management
4	Operations Analytics
5	Service Operations Management
6	Manufacturing Resource Planning & Control
7	Materials Management
8	Quantitative Models in Operations
9	Summer Internship

**SEMESTER IV**

**SPECIALISATION : OPERATIONS**

<b>Sr. No.</b>	<b>Subjects</b>
1	Project Management <b>(University Assessment)</b>
2	Strategic Sourcing in Supply Management
3	Final Projects (3 Projects of 100 Marks each)

### SEMESTER III

#### SPECIALISATION : INFORMATION TECHNOLOGY

Sr. No.	Subjects
1	International Business
2	Strategic Management <b>(University Assessment)</b>
3	Database Management System & Data Warehousing
4	Enterprise Management System
5	Big Data and Business Analytics
6	Knowledge Management
7	Software Engineering
8	Data Mining & Business Intelligence
9	Summer Internship

### SEMESTER IV

#### SPECIALISATION : INFORMATION TECHNOLOGY

Sr. No.	Subjects
1	Project Management <b>(University Assessment)</b>
2	Managing Technology Business and IT Resource Management
3	Final Projects (3 Projects of 100 Marks each)