

U.P. TECHNICAL UNIVERSITY LUCKNOW



Syllabus

[Effective from the session : 2004-05]

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE PAPERS

Specialization Group : Human Resource

Course Code

1. MBA HR 1 Personal Growth and Training & Development... (III Semester)
2. MBA HR 2 Industrial Relations & Labour Enactments..... (III Semester)
3. MBA HR 3 Team Building & Leadership..... (IV Semester)
4. MBA HR 4 Negotiation & Counseling (IV Semester)

Specialization Group : Marketing

Course Code

1. MBA MK 1 Marketing of Services..... (III Semester)
2. MBA MK 2 Consumer Behaviour & Advertising Management. (III Semester)
3. MBA MK 3 Sales & Distribution Management (IV Semester)
4. MBA MK 4 Retail Management (IV Semester)

Specialization Group : Financial Management

Course Code

1. MBA FM 1 International Financial Management..... (III Semester)
2. MBA FM 2 Security Analysis and Investment Management ... (III Semester)
3. MBA FM 3 Management of Financial Institutions & Services (IV Semester)
4. MBA FM 4 Tax Panning & Financial Reporting..... (IV Semester)

Specialization Group : Information Technology

Course Code

1. MBA IT 1 Database Management System (III Semester)
2. MBA IT 2 System Analysis & Design and Software
Engineering..... (III Semester)
3. MBA IT 3 Data Communication & Network (IV Semester)
4. MBA IT 4 Internet & Visual Basic..... (IV Semester)