

# MASTER OF MANAGEMENT - COURSE STRUCTURE

CODE (to be inserted)	(Unit)	Credit	Core / Elective	Semester	Pre-requisites or co-requisites
Sem 1					
	<b>Sem 1 - Block 1</b>				
MOM ECO 101	Managerial Economics	1	Core	1	Nil
MOM QTT 101	Business Statistics	1	Core	1	Nil
MOM MKT 101	Marketing Management	1	Core	1	Nil
MOM ACC 101	Financial Accounting	1	Core	1	Nil
MOM COM 101	Business Communication Skills	1	Core	1	Nil
	<b>Sem 1 - Block 2</b>				
MOM ACC 102	Financial Statement Analysis	1	Core	1	Financial Accounting
MOM ECO 102	Business Economics	1	Core	1	Nil
MOM OPS 101	Services and Operations Management	1	Core	1	Nil
MOM HRM 101	People and Organisations	1	Core	1	Nil
MOM MGT 101	Design Thinking for Innovation	1	Core	1	Nil
	<b>Semester 1: 10 Cr.</b>				
Sem 2					
	<b>Sem 2 - Block 1</b>				
MOM QTT 102	Business Research Methods	1	Core	2	Business Statistics
MOM FIN 101	Corporate Finance - 1	1	Core	2	Financial Statement Analysis
MOM CSC 101	Programming for Business	1	Core	2	Nil
MOM MKT 102	Customer Value Management	1	Core	2	Marketing Management
MOM ITM 101	Emerging Technologies & Business Models	1	Core	2	Nil
	<b>Sem 2 - Block 2</b>				
MOM SCM 101	Supply Chain Management	1	Core	2	Services and Operations Management
MOM FIN 102	Corporate Finance - 2	1	Core	2	Corporate Finance - 1
MOM QTT 103	Data Analytics for Managers	1	Core	2	"Business Statistics Programming for Business"
MOM ENT 101	Entrepreneurship for Innovation	1	Core	2	Corporate Finance - 1
MOM MGT 102	Business Strategy	1	Core	2	Business Economics
	<b>Semester 2: 10 Cr.</b>				
Sem 4					
MOM HRM 202	Teamwork and Leadership	1	Core	4	Nil
MOM COM 202	Business Negotiation	1	Core	4	Nil
MOM MGT 204	Ethics, Sustainability and Responsibility in Business	1	Core	4	Nil
MOM MGT 205	Capstone Simulation	1	Core	4	Business Strategy
MOM CPP 201	"Capstone Project : Industry Research Project or "	4	Core	4	Industry Research Project: Research Methods
MOM CPP 202	Entrepreneurship Project (only for students opting for Entrepreneurship Specialisation)	4	Core	4	Entrepreneurship Project: Research Methods & Entrepreneurship for Innovation
	<b>Semester 4: 8 Cr.</b>				
	<b>Total Credits for MoM: 36</b>	<b>36</b>			

## Sem 3 - MoM Specialisation and Electives Details

Note on electives:

1. To qualify for MoM with specialisation, student needs to complete all 6 elective specialisation units and any 2 units from other specialisation offered (subject to meeting pre-requisite criteria).
2. Student opting for General Management Specialisation needs to take any 8 electives across specialisation offered (subject to meeting the pre-requisite criteria).

Specialisation: Business Intelligence (BI)					
Code	Unit	Credit	Core / Elective	Semester	Pre-requisites or Co-requisites
	<b>Sem 3 - Block 1</b>				
MOM AI 201	Artificial Intelligence Applications in Business	1	Elective	3	"Programming for Business Emerging Technologies & Business Models "
MOM AI 202	Machine Learning	1	Elective	3	Programming for Business
MOM MKT 205	Digital Marketing and Analytics ***	1	Elective	3	"Customer Value Management Data Analytics for Decision Making"
	Optional Elective (1)	1	Elective	3	As per selected unit
	<b>Sem 3 - Block 2</b>				
MOM ITM 202	Big Data Analytics and Platforms	1	Elective	3	Machine Learning
MOM ITM 203	Digital Governance and Cyber Security	1	Elective	3	Nil
MOM ITM 204	Legal, Ethical and Social aspects of Emerging Technologies	1	Elective	3	Nil
	Optional Elective (2)	1	Elective	3	As per selected unit
Specialisation: Marketing Analytics (MA)					
Code	Unit	Credit	Core / Elective	Semester	Pre-requisites or Co-requisites
	<b>Sem 3 - Block 1</b>				
MOM MKT 203	Research for Customer Insights	1	Elective	3	"Customer Value Management Data Analytics for Decision Making"
MOM MKT 204	Brand Management ***	1	Elective	3	Customer Value Management
MOM MKT 205	Digital Marketing and Analytics ***	1	Elective	3	"Customer Value Management Data Analytics for Decision Making"
	Optional Elective (1)	1	Elective	3	As per selected unit
	<b>Sem 3 - Block 2</b>				
MOM MKT 206	Social Media and Website Analytics	1	Elective	3	Digital Marketing and Analytics
MOM MKT 207	Customer Experience Strategies and Design	1	Elective	3	"Customer Value Management Data Analytics for Decision Making"
MOM MKT 208	Marketing Strategy and AI	1	Elective	3	"Customer Value Management Data Analytics for Decision Making"
	Optional Elective (2)	1	Elective	3	As per selected unit

Specialisation: Finance & FinTech (FFT)

Code	Unit	Credit	Core / Elective	Semester	Pre-requisites or Co-requisites
	Sem 3 - Block 1				
MOM FIN 203	Financial Systems and Markets	1	Elective	3	Corporate Finance - 2
MOM FIN 204	Banking and Financial Services	1	Elective	3	Corporate Finance - 2
MOM FTC 201	FinTech and Technology Innovation	1	Elective	3	"Financial Systems and Markets ** Banking and Financial Services **"
	Optional Elective (1)	1	Elective	3	As per selected unit
	Sem 3 - Block 2				
MOM FTC 202	Designing FinTech Product and Services	1	Elective	3	FinTech and Technology Innovation
MOM FTC 203	Payments and Lending	1	Elective	3	FinTech and Technology Innovation
MOM FTC 204	Wealth Management and Insurance	1	Elective	3	FinTech and Technology Innovation
	Optional Elective (2)	1	Elective	3	As per selected unit

Specialisation: Entrepreneurship (EE)

Code	Unit	Credit	Core / Elective	Semester	Pre-requisites or Co-requisites
	Sem 3 - Block 1				
MOM ACC 203	Management Accounting	1	Elective	3	Financial Accounting - 2
MOM MKT 204	Brand Management ***	1	Elective	3	Customer Value Management
MOM MKT 205	Digital Marketing and Analytics ***	1	Elective	3	"Customer Value Management Data Analytics for Decision Making"
	Optional Elective (1)	1	Elective	3	As per selected unit
	Sem 3 - Block 2				
MOM FIN 205	Entrepreneurial Finance	1	Elective	3	"Corporate Finance - 2 Entrepreneurship for Innovation"
MOM ITM 205	E-Business strategies	1	Elective	3	Emerging Technologies & Business Models
MOM MGT 203	Business Acceleration and Growth Strategy	1	Elective	3	"Corporate Finance - 2 Entrepreneurship for Innovation"
	Optional Elective (2)	1	Elective	3	As per selected unit

Note: \*\* = Co-requisite

Note: \*\*\* = units common across specialisations

Summary		
Type of Units	No. of units	Credits
Core	24	24
Electives	8	8
Projects	1	4
Total	33	36