

MBA BRAND MANAGEMENT



CHANAKYA
INSTITUTE OF BUSINESS
MANAGEMENT
PURE ASTRA SASTRA MANAGEMENT VERSITY

SEMESTER I

Mgt. Process of Perspectives
Organizational Behaviour
Managerial Economics
Management Accounting
Quantitative Techniques
Computer Aided Management
Total Quality Management
Business Communication

SEMESTER II

Human Resource Management
Marketing Management
Financial Management
Business Laws
Research Methodology
Production and Operation Mgt.
Economic Environment of Business
Business Ethics

SEMESTER III

Crime and Criminology
Criminal Intelligence and Combat Mech
Crime in India
Crime and Corruption
Criminal Law and Justice
Crime Prevention: Commissions & Reports
Global Terrorism

SEMESTER IV

Management Information Systems
Logistics & Supply Chain Mangement
Management Control systems
Strategic Mngement
Project Management
Entrepreneurship Development
Corporate Governance
Masters Thesis
Management