

# **MBA Customer Relationship 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**