

# **MBA Financial Management**



**CHANAKYA**  
**INSTITUTE OF BUSINESS**  
**MANAGEMENT**  
PURE ASTRA SASTRA MANAGEMENT VERSITY

## **SEMESTER I**

**BASIC PRODUCT AND MANUFACTURING**

**PRINCIPLES OF FASHION MARKETING, MERCHANDISING AND MANAGEMENT**

**ECONOMIC ANALYSIS AND STATISTICS**

**INFORMATION TECHNOLOGY**

**MINOR RESEARCH PROJECT**

## **SEMESTER II**

**MARKETING RESEARCH AND CONSUMER BEHAVIOUR**

**RETAIL MANAGEMENT AND ADVANCED EXPORT MERCHANDISING**

**QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH**

**MANAGEMENT ACCOUNTING**

## **SEMESTER III**

**MARKETING STRATEGIES AND BRAND MANAGEMENT**

**INTERNATIONAL MARKETING**

**FASHION FORECASTING AND PRODUCT DEVELOPMENT**

**FINANCIAL MANAGEMENT AND INTERNATIONAL FINANCE**

**HUMAN RESOURCE MANAGEMENT**

**SUPPLY CHAIN MANAGEMENT AND E-BUSINESS**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**VISUAL MERCHANDISING**

**INTELLECTUAL PROPERTY RIGHTS**

## **SEMESTER IV**

**GRADUATION RESEARCH PROJECT**