

# **MBA Industrial Engineering Management**

## ***SEM I***

***PRINCIPLES OF PRACTICES OF MANAGEMENT***

***QUANTITATIVE TECHNIQUES & BUSINESS STATISTICS***

***BUSINESS COMMUNITY AND PERSONALITY DEVELOPMENT***

***PRICIPLES OF MARKETING***

***PRINCIPLES OF ADVERTISING MANAGEMENT***

***COMPUTER APPLICATIONS***

***PRINCIPLES OF PUBLIC RELATIONS MANAGEMENT***



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

## ***SEM II***

***MEDIA PLANNING***

***MARKETING AND ADVERTISING RESEARCH***

***CREATIVE WRITING***

***MANAGEMENT OF ADVERTISING AGENCY***

***CONSUMER BEHAVIOUR***

***ORGANISATIONAL BEHAVIOUR***

***PRINCIPLES OF MASS COMMUNICATION***

## ***SEM III***

***STRATEGIC MARKETING & BRAND MANAGEMENT***

***FINANCIAL & COST COUNTING***

***COMMERCIAL DESIGNING & PRINTING TECH***

***PRODUCTION TECHNOLOGY***

***HUMAN RESOURCES & MANAGEMENT***

***COMPUTER GRAPHICS***

## ***SEM IV***

***CORPORATE COMMUNICATIONS***

***INTERNET MARKETING***

***CREATIVE WRITING***

***CLIENT SERVICING & ACCOUNT PLANNING***

***CAMPCHAIGN PLANNING***