

MBA International Relations



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