

MBA PUBLIC RELATIONS MANAGEMENT



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

SEMESTER I

Management Process and Perspectives
Organizational Behaviour
Managerial Economics
Management Accounting
Quantitative Techniques
Computer Aided Management
Total Quality Management
Business Management

SEMESTER II

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

SEMESTER III

Principles of Mass Communication
Media Ethics and Laws
News Reporting and Editing
Media Management and Development
Professional Journalism
Print Media Management
Electronic Media Management
Public Relations Management

SEMESTER IV

Management Information Systems
Logistics and Supply Chain Management
Management Control Systems
Strategic Management
Project Management
Entrepreneurship Development
Corporate Governance
Master's thesis