

MBA Purchase Management

SEM I

PRINCIPLES OF PRACTICES OF MANAGEMENT

QUANTITATIVE TECHNIQUES & BUSINESS STATISTICS

BUSINESS COMMUNITY AND PERSONALITY DEVELOPMENT

PRINCIPLES OF MARKETING

PRINCIPLES OF ADVERTISING MANAGEMENT

COMPUTER APPLICATIONS

PRINCIPLES OF PUBLIC RELATIONS MANAGEMENT



CHANAKYA
INSTITUTE OF BUSINESS
MANAGEMENT
PURE ASTRA SASTRA MANAGEMENT VERSITY

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

CAMPAIGN PLANNING