

DR. APJ ABDUL KALAM UNIVERSITY

MBA

MASTER OF BUSINESS ADMINISTRATION

SPECIALISATIONS

| Marketing | Finance | Human Resource | Information System | Production and Operations |



*Knowledge with action
converts adversity
into prosperity*
– Dr. APJ Abdul Kalam



DR. APJ ABDUL KALAM UNIVERSITY Indore, India

Dr. A.P.J Abdul Kalam University is a **UGC approved** private university in Indore, Madhya Pradesh, India. It was established in 2016. It is named after A.P.J Abdul Kalam the former President of India. The Dr. A.P.J. Abdul Kalam University is located at lush green area on the new Indore – Dewas bypass road. The Dr. A.P.J. Abdul Kalam University has a long tradition of pursuing excellence in teaching and research in **Science and technology, humanities, social sciences, performing arts and sports**. The University supports excellence and innovation in academic programmes, promotes excellence in research, scholarship and teaching. The University is committed to attract and support the best students and faculty, who excel at teaching and research. Its rich academic tradition has always attracted the most talented students who later plays an important contribution to their society.

Smart Education Group is the authorized admission and information center of the Dr APJ Abdul Kalam University, Indore in Middle East



MBA (Master of Business Administration)

Reg. Fee: AED 500

Semester Fee: AED 3000 per semester

Duration: 2 years (4 semesters)

Eligibility: Degree

Documents required: 10th and 12th certificates copy, Degree certificate copy, Aadhaar Copy, TC/ Migration certificate, Passport size photo.

Semester 1:

MBA 101	Management Principles and Practices
MBA 102	Mathematics and Statistics for Managers
MBA 103	Accounting For Managers
MBA 104	IT and E-Business Fundamentals
MBA 105	Business Environment
MBA 106	Organizational Behaviour and Processes
MBA 107	Business Communication
MBA 108	Business Legislation

Semester 2:

MBA 201	Operation Research for Business Decisions
MBA 202	Fundamentals of Operations Management
MBA 203	Entrepreneurship
MBA 204	Fundamentals of Financial Management
MBA 205	Fundamentals of Marketing Management
MBA 206	Fundamentals of Human Resource Management
MBA 207	Business Ethics & Indian Ethos in Management
MBA 208	Business Research Methods

Semester 3:

Core

MBA 301C	Strategic Materials & Supply Chain Management
MBA 302C	Project Management

Students are required to choose two electives.

Specialisation A. Marketing Management

MBA 303M	Product Policy Management
MBA 304M	Advertising and Brand Management
MBA 305M	Sales and Distribution Management

Specialisation B. Financial Management

MBA 303F	Tax Planning and Management
MBA 304F	Financial Systems and Services
MBA 305F	Bank and Insurance Management

Specialisation C. Human Resource Management

MBA 303H	Industrial Relations and Labour Law
MBA 304H	Human Resource Development & Audit
MBA 305H	Social Psychology



Specialisation D. Information Systems Management

- MBA 303I Object Oriented Programming using C++
- MBA 304I Management Information System
- MBA 305I Relational Database Management Systems using ORACLE

Specialisation E. Production and Operations Management

- MBA 303P Strategic Technology Management
- MBA 304P Product Innovation and Planning
- MBA 305P Work Study and Productivity
- MBA 306P Major Research Project - PHASE-1

Semester 4:

Core

- MBA 401C Corporate Governance & Global Business Environment
- MBA 402C Strategic Management
- MBA 406C Major Research Project – 2nd phase
- MBA 407C Comprehensive Viva-Voce

Specialisation A. Marketing Management

- MBA 403M International Marketing
- MBA 404M Service and Retail Marketing
- MBA 405M Consumer Behaviour and Rural Marketing

Specialisation B. Financial Management

- MBA 403F International strategic Finance
- MBA 404F Financial Engineering & Risk Management
- MBA 405F Investment Analysis & Portfolio Management

Specialisation C. Human Resource Management

- MBA 403H Compensation Management
- MBA 404H Business Process Transformation
- MBA 405H Organizational Developments

Specialisation D. Information Systems Management

- MBA 403I UNIX and Linux Operating System
- MBA 404I Visual Basic Programming
- MBA 405I Computer Networks

Specialisation E. Production and Operations Management

- MBA 403P Production Planning and Control
- MBA 404P Total Quality Management
- MBA 405P Business Process Reengineering



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