

## **Master of Business Administration - Kochi Campus**

The Programme is divided each year into 4 quarters of 10 -12 instructional weeks including assessment. There will be two batches, one evening batch and a week end batch respectively, operating at any point of time. Each session will be of 75 minutes (1 hour 15 minutes) duration. Three credit\* courses will have 24 sessions, Two credit\* courses will be of 16 sessions, one and half credit\* courses will be of 12 sessions and one credit\* course would be of 8 sessions each. The total class room hours for the programme will be 700 to 740 hours.

### **First Year**

The participants are required to go through compulsory courses of 1 to 3 credits each, during the first year. The total number of in-class room hours in the first year of the programme would be 380 hours.

#### Quarter I

Quantitative Techniques(QT)

Managerial Economics(ME)

Organizational Behaviour I(OB-1)

Managerial Communications

Financial Accounting

#### Quarter II

Operations Research(OR)

Business Law (BL)

Economic Environment (EE)

Information Systems (IS)

Financial Management-I (FM - 1)

Organizational Behaviour -II (OB - II)

Quarter III

Marketing Management (MM)

Operations Management (OM)

Strategic Management (SM)

Financial Management-II (FM - II)

Digital Business Models(DBM)

Quarter IV

Marketing Research (MR)

Quality Management (QM)

Cost & Management Accounting (CMA)

Environmental Governance & Sustainability (EG&S)

Human Resource Management

## **Second Year**

Quarter V

Leadership and Corporate Accountability + 4 Electives\*

Quarter VI

Managing Global Business + 4 Electives\*

Quarter VII

Business Plan Project + 3 Electives\*

Quarter VIII

Capstone Simulation + 3 Electives\*

\*Indicative list. IIMK regularly reviews the curriculum and therefore some of the above courses/topics/titles are subject to change

### **Elective Courses\***

## List of Electives\*

Cyber Security & Privacy	Financial Statement Analysis
E-Commerce	Financial Risk Measurement and Management
Service Operations Management	Project Finance
Predictive Analytics	Analytical Models of Strategic Planning
Security Analysis and Portfolio Management	Entrepreneurship and New Ventures
Corporate Valuation	Behavioural Strategy
Strategic Business and Risk Analysis	Social Entrepreneurship
Managing Family Business	Public Speaking for Managers
Business and Transnational Governance	Investment Banking
Capital Market, Investment and Corporate Regulations	Law, Management and Entrepreneurship
Consumer Behavior	Managing Change and Transformation
Product Policy and Brand Management	Leading Self and Organizations
New Product Development and Marketing of Innovation	Business Decision Making Through Research and Data Analytics
Walk to Wonder	Retail Management
Operations Strategy	Strategic Marketing
Advanced Operation Research	Marketing in Interactive Media
Supply Chain Management	Managing Business Markets
Management of Banks	Pricing - A Managerial Perspective
Advanced Management Accounting	Digital Disruptions Through IoT
Mergers Acquisition & Corporate Restructuring	Business Process Reengineering
Mergers, Acquisitions and Strategic Alliances	Lean Systems

Introduction to Public Policy	Product Innovation & Development
Discovering Self	Strategic Financial Management
Emotional Intelligence for managerial effectiveness	Advance Corporate Communication: The Practitioner's Approach
Negotiation and Conflict Management	Entrepreneurial Finance
Industrial Relations and Labour Law	Economics of Strategy
Virtual Life	Strategy Implementations
Marketing of Services	Corporate Governance
Integrated Marketing Communications	Internet Marketing
Green & Sustainable Computing	Experiential Marketing
Digital Business Transformation	Sales and Distribution Management
Six Sigma Strategic and International	Human Resource Management
Project Management	

\*The above courses will be confirmed based on faculty availability/no. of student subscription.

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Strategic Business and Risk Analysis

Managing Family Business

Business and Transnational Governance

Capital Market, Investment and Corporate Regulations

Financial Statement Analysis

Financial Risk Measurement and Management

Project Finance

Analytical Models of Strategic Planning

Entrepreneurship and New Ventures

Behavioural Strategy

Social Entrepreneurship

Public Speaking for Managers

Investment Banking

Law, Management and Entrepreneurship

Consumer Behavior	Managing Change and Transformation
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