

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Master of Business Administration (MBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

ELECTIVES-I AND II

Electives of Marketing		
Code No	Paper	Details
MS -213	Consumer Behavior	View More
MS-215	Sales and Distribution Management	View More
MS -217	Services Marketing	View More
MS -219	Customer Relationship Management	View More
Electives of Finance		
MS -221	International Financial Management	View More
MS -223	Financial Markets and Institutions	View More
MS -225	Investment Analysis & Portfolio Management	View More
MS -227	Financial Econometrics	View More
Electives of HR		
MS -229	Management of Training, Learning and Development	View More
MS -231	Managing Industrial Relations	View More
MS -233	Talent Management	View More
MS -235	Compensation and Performance Management	View More
Electives of IT		
MS -237	Digitalization and E-Governance	View More
MS -239	Artificial Intelligence & Machine Learning	View More
MS -241	Database Management Systems	View More
MS -243	Database Management Systems Lab	View More
MS -245	Enterprise Systems	View More
Electives of International Business		
MS -247	International Business Environment and Strategy	View More
MS -249	Export, Import Policies, Procedures and Documentation	View More
MS -251	International Financial Management	View More
MS -253	International Business Negotiation	View More
Electives of Operations & Analytics		
MS -255	Enterprise Systems	View More
MS -257	Operations Strategy	View More
MS -259	Logistics and Supply Chain Management	View More
MS -261	Predictive Analytics & Big Data	View More