



**FACULTY OF
BUSINESS AND
LEADERSHIP**



2024 - 25

MBA (Marketing)

Programme Structure

Division	Faculty of Business and Leadership
School Name	School of Business
Department Name	Department of Business
Programme Name	MBA (Marketing)

For a PG course at MIT-WPU, the actual credit distribution will be as below:

Course Basket	% Credit Allotment	Credits Assigned
Programme Major	14	12
Programme Disciplinary Foundation	52	46
Programme Electives	20	18
Programme Capstone Project, Problem-Based Learning, Seminar, and Internships	8	7
University Core	6	5
University Electives	0	0
Total	100	88

Course Basket

Course Type	Description
Programme Core	Courses dealing with foundations, depth and breadth of the major in which a student is admitted at MIT-WPU
Programme Electives	Open electives under the Programme allow students to specialise in a particular area connected to their major.
University Core	Courses that reflect the core MITWPU values and the mission of Life Transformation of students.
University Electives	Multidisciplinary courses across the faculties at MIT-WPU and outside the Programme core.

Semester	Course Type	Course Name / Course Title	Total Credits
I	Programme Foundation	Accounting for Business Decision Making	3
I	Programme Foundation	Managerial Communication	2
I	Programme Foundation	Managerial Economics	3
I	Programme Foundation	Organisation Structure, System & Processes	2
I	Programme Foundation	Organisational Behaviour	3
I	Programme Foundation	Quantitative Techniques for Business Decision-Making	3
I	Programme Foundation	Understanding the Metaverse	2
I	University Core	Scientific Studies of Mind, Matter, Spirit Consciousness	2
I	University Core	Yoga	1
		Total:	21
II	Programme Foundation	Entrepreneurship and New Venture Planning	2
II	Programme Foundation	Financial Management	3
II	Programme Foundation	Human Resource Management	3
II	Programme Foundation	Legal Aspects of Business	3
II	Programme Foundation	Marketing Management	3
II	Programme Foundation	Operations and Supply Chain Management	3
II	Programme Foundation	Research Methodology	4
II	University Core	Peace Building: Global Initiative	2
		Total:	23

Semester	Course Type	Course Name / Course Title	Total Credits
III	Programme Foundation	Business Analytics & Data Visualization	2
III	Programme Foundation	Environment Sustainability and Governance	2
III	Programme Foundation	Strategic Management	3
III	Programme Major	Marketing Research	3
III	Programme Major	Services Marketing	3
III	Programme Electives	Programme Elective - I	3
III	Programme Electives	Programme Elective - II	3
III	Programme Electives	Programme Elective - III	3
III	Programme Capstone Project/ Problem-Based Learning/ Seminar and Internships	Summer Internship Programme	4
		Total:	26

Semester	Course Type	Course Name / Course Title	Total Credits
IV	Programme Major	Marketing Analytics	3
IV	Programme Major	Sales and Distribution Management	3
IV	Programme Electives	Programme Elective - IV	3
IV	Programme Electives	Programme Elective – V	3
IV	Programme Electives	Programme Elective – VI	3
IV	Programme Capstone Project/ Problem-Based Learning/ Seminar and Internships	Capstone (Research Project)	3
		Total:	18

Semester	Name of the Course	Type
III	Content Marketing	Programme Elective
III	Digital Media Strategy	Programme Elective
III	Lead Generation and Market Automation	Programme Elective
III	Understanding Digital Consumer Behaviour	Programme Elective
IV	Affiliate Marketing and Google AdSense	Programme Elective
IV	Ethical, Legal, and Privacy Issues in Digital Marketing	Programme Elective
IV	Influencer Marketing	Programme Elective
IV	Social Media Marketing	Programme Elective
IV	YouTube Marketing	Programme Elective

*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.