



Since 1983

Dr. Vishwanath Karad

**MIT WORLD PEACE  
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



## ***Integrated Business Management (BBA+MBA)***

Programme Structure

 [mitwpu.edu.in](http://mitwpu.edu.in)

Division	Faculty of Business and Leadership
School Name	School of Leadership
Department Name	School of Leadership
Programme Name	IBM (Integrated Business Management)

+ + + + + + + + + + + + + + **COURSE BASKET** + + + + + + + + + + + + + +

| Course Type               | Description   |
|---------------------------|---|
| Programme Core (PC)       | Courses dealing with the foundations, depth and breadth of the major in which the student is admitted at MIT-WPU  |
| Programme Electives (PE)  | Open electives under the programme allow students to specialise in a particular area connected to their major.  |
| Programme Major (PM)      | This encompasses the specialised, in-depth coursework within a specific major. It focuses on the core concepts and skills relevant to that particular field of study. |
| Programme Foundation (PF) | These courses provide the essential background knowledge and skills needed to succeed in the chosen program.  |
| University Core (UC)      | Courses that reflect the core MIT-WPU values and the mission of Life Transformation of students.  |
| University Electives (UE) | Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core.   |

| Semester    | Odd(I) | Even(II) | Total Credits |
|-------------|--------|----------|---------------|
| First Year  | 20     | 22       | 42            |
| Second Year | 21     | 21       | 42            |
| Third Year  | 22     | 22       | 44            |
| Fourth Year | 21     | 22       | 43            |
| Fifth Year  | 22     | 22       | 44            |

### Semester – I

| Semester | Course Type | Course Name / Course Title             | Total Credits |
|----------|-------------|--|---------------|
| I        | UC          | Indian Constitution                    | 1             |
| I        | UC          | Environment and Sustainability         | 1             |
| I        | UC          | Yoga – I                               | 1             |
| I        | UC          | Social Leadership Development Program  | 1             |
| I        | UC          | Financial Literacy                     | 1             |
| I        | PF          | Principles and Practices of Management | 3             |
| I        | PF          | Financial Accounting                   | 3             |
| I        | PF          | Principles of Marketing                | 3             |
| I        | PF          | Foundations of HRM                     | 3             |
| I        | PF          | Business Mathematics                   | 3             |
|          |             | <b>Total Credits:</b>                  | <b>20</b>     |

### Semester – II

| Semester | Course Type | Course Name / Course Title        | Total Credits |
|----------|-------------|-----------------------------------|---------------|
| II       | UC          | Yoga – II                         | 1             |
| II       | UC          | Co-creation                       | 1             |
| II       | UC          | AI for Everyone                   | 2             |
| II       | UC          | Foundation of Peace               | 2             |
| II       | UC          | Indian Knowledge System (General) | 2             |
| II       | UC          | Sports                            | 1             |
| II       | PF          | Managerial Economics              | 2             |
| II       | PF          | Cost and Management Accounting    | 3             |
| II       | PF          | Operations Management – I         | 3             |
| II       | PF          | Business Statistics               | 3             |
| II       | PF          | Digital Marketing                 | 2             |
|          |             | <b>Total Credits:</b>             | <b>22</b>     |

### Semester – III

| Semester | Course Type | Course Name / Course Title                                     | Total Credits |
|----------|-------------|--|---------------|
| III      | UC          | Spiritual and Cultural Heritage: Indian Experience             | 2             |
| III      | UC          | Research Innovation Design Entrepreneurship (RIDE)             | 1             |
| III      | UE          | University Electives – I                                       | 3             |
| III      | PE          | Fundamentals of Entrepreneurship and Legal Aspects of Business | 4             |
| III      | PF          | Strategic Management   | 2             |
| III      | PM          | Corporate Governance and Business Ethics                       | 2             |
| III      | PF          | Data Science   | 2             |
| III      | PF          | Research Methodology   | 3             |
| III      | PF          | Intellectual Property Rights (IPR)                             | 2             |
|          |             | <b>Total Credits:</b>  | <b>22</b>     |

### Semester – IV

| Semester | Course Type | Course Name / Course Title                             | Total Credits |
|----------|-------------|--|---------------|
| IV       | UC          | Rural Immersion  | 1             |
| IV       | UC          | Life Transformation Skills                             | 1             |
| IV       | UE          | University Electives – II                              | 3             |
| IV       | PE          | HR Practices, Labour Laws & Organisational Development | 4             |
| IV       | PF          | Operations Management – II                             | 3             |
| IV       | PM          | Global HR Practices and Organisational Behaviour       | 2             |
| IV       | PM          | International Business Laws                            | 2             |
| IV       | PF          | Global Financial Management                            | 3             |
| IV       | PM          | Business Process Management (ERP)                      | 3             |
|          |             | <b>Total Credits:</b>                                  | <b>22</b>     |

### Semester – V

| Semester | Course Type | Course Name / Course Title                              | Total Credits |
|----------|-------------|---|---------------|
| V        | UC          | Managing Conflicts Peacefully: Tools and Techniques     | 2             |
| V        | UE          | University Electives – III                              | 3             |
| V        | PE          | Foreign Exchange & Import Export Management             | 4             |
| V        | PC          | Internship  | 4             |
| V        | PM          | International Entrepreneurship and New Venture Planning | 2             |
| V        | PM          | Foreign Language (German / French / Spanish / etc.)     | 2             |
| V        | PM          | Global Business Management                              | 2             |
| V        | PM          | Global Logistics & Supply Chain Management              | 3             |
|          |             | <b>Total Credits:</b>                                   | <b>22</b>     |

### Semester – VI

| Semester | Course Type | Course Name / Course Title                                    | Total Credits |
|----------|-------------|---|---------------|
| VI       | UC          | National Academic Immersion Program                           | 2             |
| VI       | PE          | Global Competitiveness and Strategic Alliance                 | 4             |
| VI       | PF          | Retail Management   | 3             |
| VI       | PM          | Business Simulation   | 2             |
| VI       | PM          | Global Project Management                                     | 3             |
| VI       | PM          | Foreign Language (German / French / Spanish / Mandarin, etc.) | 3             |
| VI       | PM          | Leadership and Teamwork in Global Business                    | 3             |
|          |             | <b>Total Credits:</b>   | <b>20</b>     |

### Semester – VII

| Semester | Course Type | Course Name / Course Title                                   | Total Credits |
|----------|-------------|--|---------------|
| VII      | PF          | Research Methodology-I                                       | 2             |
| VII      | PF          | Digital Technologies for Business Leaders                    | 2             |
| VII      | PF          | Essentials of Marketing Management                           | 2             |
| VII      | PF          | Financial Accounting & Decision Making                       | 3             |
| VII      | PF          | Managerial Communication                                     | 2             |
| VII      | PF          | Managerial Economics   | 3             |
| VII      | PF          | Operations Management  | 3             |
| VII      | PF          | Organizational Behaviour                                     | 2             |
| VII      | UC          | Scientific Studies of Mind Matter, Spirit, and Consciousness | 2             |
|          |             | <b>Total Credits:</b>  | <b>21</b>     |

### Semester – VIII

| Semester | Course Type | Course Name / Course Title                  | Total Credits |
|----------|-------------|---|---------------|
| VIII     | PM          | Financial Management                        | 3             |
| VIII     | PM          | Human Resource Management                   | 3             |
| VIII     | PM          | Logistics & Supply Chain Management         | 3             |
| VIII     | PM          | Marketing Management                        | 3             |
| VIII     | PM          | Research Methodology-II                     | 2             |
| VIII     | PM          | Project Management                          | 3             |
| VIII     | PM          | Quantitative Techniques for Decision Making | 3             |
| VIII     | UC          | Peace Building- Global Initiatives          | 2             |
|          |             | <b>Total Credits:</b>                       | <b>22</b>     |

### Semester – IX

| Semester | Course Type | Course Name / Course Title                                     | Total Credits |
|----------|-------------|--|---------------|
| IX       | PM          | Strategic Management   | 2             |
| IX       | PM          | Legal Aspects of Business                                      | 2             |
| IX       | PE          | MBA Electives (SEM-IX & X) –<br>Specialisation I Elective I    | 3             |
| IX       | PE          | MBA Electives (SEM-IX & X) –<br>Specialisation I Elective II   | 3             |
| IX       | PE          | MBA Electives (SEM-IX & X) –<br>Specialisation I Elective III  | 3             |
| IX       | PE          | MBA Electives (SEM-IX & X) –<br>Specialisation II Elective I   | 3             |
| IX       | PE          | MBA Electives (SEM-IX & X) –<br>Specialisation II Elective II  | 3             |
| IX       | PE          | MBA Electives (SEM-IX & X) –<br>Specialisation II Elective III | 3             |
|          |             | <b>Total Credits:</b>  | <b>22</b>     |

### Semester – X

| Semester | Course Type | Course Name / Course Title                                      | Total Credits |
|----------|-------------|---|---------------|
| X        | PM          | Leadership in the Era of Economic<br>Uncertainty                | 2             |
| X        | PM          | Entrepreneurship and New Venture<br>Management                  | 2             |
| X        | PM          | Conscious and Sustainable Leadership<br>(Business Ethics Focus) | 2             |
| X        | PM          | Python Programming  | 2             |
| X        | PC          | Capstone Project  | 2             |
| X        | PC          | Summer Internship Project                                       | 6             |
| X        | PE          | MBA Electives (SEM-IX & X) –<br>Specialisation I Elective IV    | 3             |
| X        | PE          | MBA Electives (SEM-IX & X) –<br>Specialisation II Elective IV   | 3             |
|          |             | <b>Total Credits:</b>   | <b>22</b>     |

## MBA Electives (SEM-IX & X)

(Applicable to Semester IX & X)

| S.No. | Course Name / Course Title        | Total Credits |
|-------|-----------------------------------|---------------|
| 1     | Marketing Management              | 3             |
| 2     | Consumer Behaviour                | 3             |
| 3     | Marketing Research                | 3             |
| 4     | Sales and Distribution Management | 3             |
| 5     | Customer Relationship Management  | 3             |
| 6     | Brand Management                  | 3             |
| 7     | Marketing Analytics               | 3             |
| 8     | Rural Marketing                   | 3             |
| 9     | Global Marketing                  | 3             |

## HUMAN RESOURCE MANAGEMENT

| S.No. | Course Name / Course Title       | Total Credits |
|-------|----------------------------------|---------------|
| 1     | Human Resource Management        | 3             |
| 2     | Manpower Planning                | 3             |
| 3     | Human Resource Accounting        | 3             |
| 4     | Labour Legislation               | 3             |
| 5     | Employer Branding                | 3             |
| 6     | Strategic HRM                    | 3             |
| 7     | Training and Development         | 3             |
| 8     | Leadership and Change Management | 3             |
| 9     | Managing Gig Working             | 3             |

## FINANCE

| S.No. | Course Name / Course Title                | Total Credits |
|-------|---|---------------|
| 1     | Advanced Financial Management (Valuation) | 3             |
| 2     | SAPM                                      | 3             |
| 3     | Managing Fixed Income Securities          | 3             |
| 4     | Financial Derivatives                     | 3             |
| 5     | Behavioural Finance and Value Investing   | 3             |
| 6     | Managing Financial Institutions           | 3             |
| 7     | Corporate Banking                         | 3             |
| 8     | FinTech for Capital Markets               | 3             |

## OPERATIONS AND SUPPLY CHAIN MANAGEMENT

| S.No. | Course Name / Course Title                     | Total Credits |
|-------|--|---------------|
| 1     | Service Operations Management                  | 3             |
| 2     | TQM and Business Excellence                    | 3             |
| 3     | Operations and Supply Chain Analytics          | 3             |
| 4     | Facilities Planning and Maintenance Management | 3             |
| 5     | Information Systems – ERP (SAP)                | 3             |
| 6     | International Trade Logistics                  | 3             |
| 7     | Green Supply Chain Management                  | 3             |
| 8     | Operations Planning and Control                | 3             |

## BUSINESS ANALYTICS

| S.No. | Course Name / Course Title                            | Total Credits |
|-------|---|---------------|
| 1     | Multivariate Analysis                                 | 3             |
| 2     | Database Management                                   | 3             |
| 3     | Data Analytics & Visualization using BI and Tableau   | 3             |
| 4     | Blockchain Technology and Robotics Process Automation | 3             |
| 5     | Applied Python Programming                            | 3             |
| 6     | Data Mining and Data Warehousing                      | 3             |
| 7     | AI & Machine Learning                                 | 3             |
| 8     | Ethics and Privacy Issues in Analytics                | 3             |

## HEALTHCARE MANAGEMENT

| S.No. | Course Name / Course Title                   | Total Credits |
|-------|--|---------------|
| 1     | Laws in Hospital and Health Care Industry    | 3             |
| 2     | Marketing of Hospital Services               | 3             |
| 3     | Health Care Insurance in India               | 3             |
| 4     | Hospital Planning and Administration         | 3             |
| 5     | Operations Management in Healthcare Sector   | 3             |
| 6     | Health Care Industry – Analysis and Strategy | 3             |
| 7     | Healthcare Management in India               | 3             |
| 8     | Understanding Digital Healthcare Business    | 3             |

## AGRI BUSINESS MANAGEMENT

| S.No. | Course Name / Course Title           | Total Credits |
|-------|--------------------------------------|---------------|
| 1     | Agri Business and Value Chains       | 3             |
| 2     | Agriculture Science and Technology   | 3             |
| 3     | Agri Input Marketing                 | 3             |
| 4     | Agriculture Extension Management     | 3             |
| 5     | Digital Marketing and E-Business     | 3             |
| 6     | International Agri Food Trade        | 3             |
| 7     | Management of Cooperatives and FPOs  | 3             |
| 8     | Microfinance and Financial Inclusion | 3             |

## INTERNATIONAL BUSINESS

| S.No. | Course Name / Course Title                                       | Total Credits |
|-------|--|---------------|
| 1     | Understanding International Business Organization and Operations | 3             |
| 2     | Global Production Outsourcing, Supply Chain and Logistics        | 3             |
| 3     | Intellectual Capital in International Business                   | 3             |
| 4     | Understanding Global Markets, Marketing and Branding             | 3             |
| 5     | International HRM  | 3             |
| 6     | Financial Management in International Business                   | 3             |
| 7     | Strategy and Structure of International Business                 | 3             |
| 8     | Export Import and Counter Trade                                  | 3             |

## SPORTS MANAGEMENT

| S.No. | Course Name / Course Title                                       | Total Credits |
|-------|--|---------------|
| 1     | Structure, Design, and Landscape of the Sports Industry (SDL-SI) | 3             |
| 2     | Sports Analytics (SA)  | 3             |
| 3     | Event Marketing  | 3             |
| 4     | Sports Infrastructure Management                                 | 3             |
| 5     | Sports Law and Risk Management                                   | 3             |
| 6     | Sport New Venture Planning and Management                        | 3             |

## CSR

| S.No. | Course Name / Course Title                        | Total Credits |
|-------|---|---------------|
| 1     | Understanding Environment, Society and Governance | 3             |
| 2     | Social Business Model                             | 3             |
| 3     | Green Operations and Sustainable Supply Chains    | 3             |
| 4     | Social Entrepreneurship                           | 3             |
| 5     | Sustainable Consumption and Marketing             | 3             |
| 6     | Crowdfunding and Financing in Social Sectors      | 3             |
| 7     | Managing Climate Change                           | 3             |
| 8     | Social Stock Exchange                             | 3             |

## DIGITAL MARKETING

| S.No. | Course Name / Course Title                             | Total Credits |
|-------|--|---------------|
| 1     | Understanding Digital Consumer Behaviour               | 3             |
| 2     | Digital Business Models                                | 3             |
| 3     | Social Media & Content Marketing                       | 3             |
| 4     | Digital Marketing Strategies                           | 3             |
| 5     | Search Engine Marketing and SEO                        | 3             |
| 6     | Affiliate Marketing and Google AdSense                 | 3             |
| 7     | Understanding Fundamentals of Digital Marketing        | 3             |
| 8     | Ethical, Legal and Privacy Issues in Digital Marketing | 3             |

## INNOVATION MANAGEMENT

| S.No. | Course Name / Course Title                      | Total Credits |
|-------|---|---------------|
| 1     | Theory of Innovation and Diffusion              | 3             |
| 2     | Innovation and Technology                       | 3             |
| 3     | Go to Market Strategies for Start Ups           | 3             |
| 4     | Entrepreneurial Skills and New Venture Planning | 3             |
| 5     | Business Process Improvements                   | 3             |
| 6     | Innovation, Patent and IPR Issues               | 3             |
| 7     | Managing Failures and Rethinking Strategies     | 3             |
| 8     | Entrepreneurship and Innovation                 | 3             |

\*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.