



Since 1983

Dr. Vishwanath Karad

**MIT WORLD PEACE
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



MBA
Marketing Management

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

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

COURSE BASKET	% CREDIT ALLOTMENT	CREDITS ASSIGNED
Programme Core	56	49
Programme Electives	34	30
University Core	10	9
University Electives	0	0
Total	100	88

Course Basket

Course Type	Description
Programme Core [PC]	Courses dealing with foundations, depth and breadth of the major in which 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 Foundation (PF)	These are the foundational courses that provide the basic knowledge and skills needed for the chosen degree 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	21	23	44
Second Year	26	18	44

Semester – I

Semester	Course Type	Course Name / Course Title	Total Credits
I	PC	Accounting for Business	3
I	PC	Business Communication	2
I	PC	Managerial Economics	3
I	PC	Principles and Practices of Management	2
I	PC	Organizational Behaviour	3
I	PC	Quantitative Techniques for Business	3
I	PC	Fostering Social Responsibility and Community Engagement	2
I	UC	Scientific Studies of Mind, Matter, Spirit Consciousness	2
I	UC	Yoga	1
		Total Credits:	21

Semester - II

Semester	Course Type	Course Name / Course Title	Total Credits
II	PC	Entrepreneurship and New Venture Planning	2
II	PF	Financial Management	3
II	PF	Human Resource Management	3
II	PF	Legal Aspects of Business	3
II	PF	Marketing Management	3
II	PF	Operations and Supply Chain Management	3
II	UC	Research Methodology	4
II	UC	Peace Building: Global Initiative	2
		Total Credits:	23

Semester - III

Semester	Course Type	Course Name / Course Title	Total Credits
III	PC	Business Analytics & Data Visualization	2
III	PC	Environment Sustainability and Governance	2
III	PC	Strategic Management	3
III	PE	Program Elective – I	3
III	PE	Program Elective – II	3
III	PE	Program Elective – III	3
III	PE	Program Elective – IV	3
III	PE	Program Elective – V	3
III	PR	Summer Internship Programme	4
		Total Credits:	26

Semester - IV

Semester	Course Type	Course Name / Course Title	Total Credits
IV	PE	Program Elective – VI	3
IV	PE	Program Elective – VII	3
IV	PE	Program Elective – VIII	3
IV	PE	Program Elective – IX	3
IV	PE	Program Elective – X	3
IV	PC	Capstone Project	3
		Total Credits:	18

Program Elective Courses

Semester	Course Type	Course Name / Course Title
III	Program Elective	Marketing Research
III	Program Elective	Services Marketing
III	Program Elective	Brand Management
III	Program Elective	Consumer Behaviour
III	Program Elective	Customer Relationship Management
III	Program Elective	Digital Marketing
III	Program Elective	Integrated Marketing Communication
IV	Program Elective	Marketing Analytics
IV	Program Elective	Sales and Distribution Management
IV	Program Elective	International Marketing
IV	Program Elective	Retail Management
IV	Program Elective	Rural Marketing
IV	Program Elective	Sustainable Marketing
IV	Program Elective	Tourism Marketing

*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.