

Vishwakarma University (VU), Pune

Master of Business Administration (MBA) 2 Years – 4 Semesters | Full Time Programme

Batch : 2026 – 2028

In alignment with UGC guidelines, the programme comprises a balanced mix of core courses, elective courses, skill-based modules, and projects/dissertation with a strong research orientation.

Semester I – 23 Credits

Code	Course Name	
101	Organizational Behaviour	
102	Cost & Financial Accounting	
103	Marketing Management	
104	Managerial Economics	
105	Business Statistics	
106	Research Methodology	
107	Business Communication & Professional Readiness	Choose Any 2 Courses
108	Advanced Excel for Business Decision Making	
109	Business Negotiation & Conflict Management	
110	Basics of Business Modelling & Startup Canvas	

Semester II – 23 Credits

Code	Course Name	
201	Human Resource Management	
202	Financial Management	
203	Operations and Supply Chain Management	
204	Legal Aspects of Business	
205	Information Systems and Digital Applications	
206	Field Work	
207	Innovation, Design Thinking & Entrepreneurship	Choose Any 2 Courses
208	Digital Business Tools & AI Literacy for Managers	
209	Leadership and Team Building	
210	International Business	

Semester III – 23 Credits

Code	Compulsory Core Courses (Common for All Specializations)
301	Strategic Management
302	Project Management
303	Advanced Decision Making
304	Summer Internship

Specialization Options

Marketing and Digital Business

Code	Course Name	
305	Consumer Behavior & Experience Design	
306	Digital Marketing & Performance Marketing	
307	Social Media & Content Marketing	Choose Any 2 Courses
308	Sales & Distribution Management	
309	E-Commerce & Omnichannel Retailing	

Finance and Financial Technology

Code	Course Name	
305	Corporate Financial Management	
306	Financial Markets & Investment Analysis	
307	Risk Management & Derivatives	Choose Any 2 Courses
308	International Finance	
309	FinTech Ecosystem & Digital Payments	

Human Resources Management

Code	Course Name	
305	Talent Acquisition & Workforce Planning	
306	Performance Management & Compensation Systems	
307	Learning & Development Strategy	Choose Any 2 Courses
308	Labour Laws, Industrial Relations & Compliance	
309	Workplace Psychology & Employee Wellbeing	

Operations, Logistics and Supply Chain Management

Code	Course Name	
305	Operations Strategy & Process Management	
306	Supply Chain Management & Network Design	
307	Logistics & Distribution Management	Choose Any 2 Courses
308	Inventory & Warehouse Management	
309	Service Operations Management	

Business Analytics and Artificial Intelligence

Code	Course Name	
305	Business Analytics using Python/R	
306	Data Management & Visualization	
307	Statistical Modelling	Choose Any 2 Courses
308	Data Mining & Analytics	
309	Business Intelligence	

Healthcare Management

Code	Course Name	
305	Healthcare Systems & Hospital Administration	
306	Healthcare Operations & Quality Management	
307	Healthcare Economics & Policy	Choose Any 2 Courses
308	Health Information Systems	
309	Customer Experience & Healthcare Service Excellence	

Strategic Innovation & Entrepreneurship

Code	Course Name	
305	Innovation Management & Design Thinking (Complex)	
306	Entrepreneurship & New Venture Creation	
307	Business Model Innovation & Startup Strategy	Choose Any 2 Courses
308	Product Development & Prototyping	
309	Entrepreneurial Mindset & Opportunity Recognition	

International Business

Code	Course Name	
305	Global Trade & Geopolitical Environment	
306	Cross-Border Supply Chain & Logistics Management	
307	International Marketing Strategy	Choose Any 2 Courses
308	International Financial Management	
309	Export-Import Management & Trade Operations	

Semester IV – 23 Credits

Code	Compulsory Core Courses (Common for All Specializations)
401	Corporate Governance, Ethics & Sustainability
402	Crisis Management & Business Continuity
403	Research Publication

Specialization Options

Marketing and Digital Business

Code	Course Name	
404	Strategic Brand Management	
405	Marketing Analytics & Data-Driven Marketing	
406	Product & Growth Marketing	Choose Any 3 Courses
407	Customer Relationship Management	
408	B2B Marketing	
409	Integrated Marketing Communications	

Finance and Financial Technology

Code	Course Name	
404	Strategic Financial Management	
405	Investment Banking & Corporate Valuation	
406	Mergers, Acquisitions & Corporate Restructuring	Choose Any 3 Courses
407	Financial Modelling using Excel	
408	Blockchain, Crypto & Decentralized Finance	
409	Technical Analysis of Financial Markets	

Human Resources Management

Code	Course Name	
404	Strategic Human Resource Management	
405	HR Analytics & Data-Driven HR	
406	Organizational Development & Change Management	Choose Any 3 Courses
407	Employee Engagement & Employer Branding	
408	HR in the Digital Age	
409	Diversity, Equity & Inclusion	

Operations, Logistics and Supply Chain Management

Code	Course Name	
404	Advanced Operations & Lean Management	
405	Global Supply Chain & Procurement Strategy	
406	Supply Chain Analytics & Optimization	Choose Any 3 Courses
407	Project Management & Agile Systems	
408	Digital Supply Chain & Industry 4.0	
409	Sustainable Supply Chain & Green Logistics	

Business Analytics and Artificial Intelligence

Code	Course Name	
404	Advanced Analytics & Predictive Modeling	
405	AI for Business Decision Making	
406	Machine Learning for Business	Choose Any 3 Courses
407	Big Data & Cloud Analytics	
408	NLP & Generative AI	
409	Analytics Consulting	

Healthcare Management

Code	Course Name	
404	Strategic Healthcare Management	
405	Healthcare Analytics & Decision Making	
406	Pharmaceutical & Medical Device Management	Choose Any 3 Courses
407	Public Health Management & Epidemiology	
408	Digital Health & Telemedicine	
409	Healthcare Consulting & Management Practice	

Strategic Innovation & Entrepreneurship

Code	Course Name	
404	Scaling Startups & Growth Strategy	
405	Venture Capital & Startup Financing	
406	Corporate Innovation & Intrapreneurship	Choose Any 3 Courses
407	Startup Law, IP & Business Regulations	
408	Entrepreneurial Mindset & Opportunity Recognition	
409	Digital Innovation, Platforms & Ecosystem Strategy	

International Business

Code	Course Name	
404	Global Strategy & Market Entry Decisions	
405	International Trade Laws, WTO & Compliance	
406	Global Digital Commerce & Cross-Border E-Business	Choose Any 3 Courses
407	Emerging Markets & Regional Business Strategies	
408	International Business Negotiation & Diplomacy	
409	Multinational Enterprise Management & Global Operations	

Note

- The University / Department reserves the right of not offering specific specialization/s if fewer than 10 students enroll for the specialization/s.
- The University / Department reserves the right of not offering elective course/s if fewer than 10 students register for the said elective course/s.

Bridge (Foundation) Programme (Before commencing Semester I)

- Fill gaps between undergraduate learning and MBA expectations
- Ensure students from non-MBA entry pathways are ready for advanced MBA work
- Avoids academic mismatch in core foundation and quantitative readiness
- Maintains academic rigor without repeating parts of Semester studies

Course Code	Course Name
001	Business Excel & Data Handling Essentials
002	Management Fundamentals
003	Business Mathematics and Quantitative Foundations
004	Financial Literacy and Business Accounting Essentials
005	Critical Thinking and Managerial Problem Solving

