

NCU School of Business MBA Curriculum

Core Courses

Financial Reporting & Control

Financial Management - I

Indian Financial System

Managerial economics

Services & Digital Marketing

Financial Management -II

Marketing Management

Business Statistics

Operations Research

Sales & Distribution Channel Management

Business Statistics-I

Technology & Operations Management-II

Transforming business through Technology

Technology & Operations Management-I

Communication Skills

Strategic Management

Human Resource Management

Organizational Behaviour

Business Research Methods

Workshops

Spreadsheet Modelling

Customer Life Time Value

Business Plan Creations

Values & Ethics

Diversity & Inclusion

Personal Effectiveness & Leadership

List of Electives

SAPM & Wealth Management
Brand Management Learning & Development
International Business
Project & Infrastructure Finance
New Products Creation & Development
Organizational Change & Development
Management Consulting
Derivatives
Service Marketing
Compensation & Benefits
Business Valuations
B to B Marketing
Talent Management & Succession Planning
Bank Management
Integrated Marketing Communication
Industrial Relations & Labour Laws
Private Equity & Venture Capital
Consumer Behaviour
HR/People Analytics
Behavioural Finance
Digital Marketing
Leadership Lessons from Literature
Fixed Income Securities
Marketing Analytics Negotiation Skills
Mergers & Acquisitions
Neuroscience in Marketing
Strategic Financial Management
Pricing
Advanced Fintech