

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)
(Deemed to be University)

VISAKHAPATNAM * HYDERABAD * BENGALURU

Accredited by NAAC with A⁺⁺ Grade

GITAM School of Business



CURRICULUM AND SYLLABUS

2 Year Postgraduate Programme
PMGMT01: Master of Business Administration

w.e.f. 2025-26 Admitted Batch
(Updated on July 2025)

R24PG: Academic Regulations

Version 1.0

Applicable for the Postgraduate Programmes in the
School of Business

w.e.f. 2024-25 Admitted Batch

<https://www.gitam.edu/academics/academic-regulations>

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Vision

GITAM will be an exceptional knowledge-driven institution advancing on a culture of honesty and compassion to make a difference to the world.

Mission

- Build a dynamic application-oriented education ecosystem immersed in holistic development.
- Nurture valuable futures with global perspectives for our students by helping them find their ikigai.
- Drive impactful integrated research programmes to generate new knowledge, guided by integrity, collaboration, and entrepreneurial spirit.
- Permeate a culture of kindness within GITAM, fostering passionate contributors.

Quality Policy

To achieve global standards and excellence in teaching, research, and consultancy by creating an environment in which the faculty and students share a passion for creating, sharing and applying knowledge to continuously improve the quality of education.

GITAM SCHOOL OF BUSINESS

Vision

We aspire to shape generations of ethical and impactful leaders.

Mission

1. To enrich the academic learning experience by leveraging the dynamic ecosystem.
2. To engage in research that enriches scholarship, which enhances policy and practice.
3. To embark on sustainable initiatives aimed at making an inclusive societal impact.

UMGMT01: Master of Business Administration

(w.e.f.2024-25 Admitted Batch)

Programme Educational Objectives (PEOs)

- PEO 1:** Provide a perspective of global businesses, economies, and markets.
- PEO 2:** Instill a strong sense of business ethics and social responsibility.
- PEO 3:** Facilitate an ecosystem to strengthen business acumen.
- PEO 4:** Expose to emerging technologies for business transformation.
- PEO 5:** Foster an entrepreneurial mindset for exploiting business opportunities.

PEO Articulation

	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	3	3	3	3
M2	2	2	2	3	1
M3	1	3	3	1	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation

UMGMT01: Master of Business Administration

Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

At the end of the Programme the students would be able to demonstrate:

- PO1:** Apply knowledge of business and management theories for business growth
- PO2:** Exhibit the understanding of responsible business
- PO3:** Develop value-based leadership competence
- PO4:** Lead oneself and others to achieve organizational goals in a team environment
- PO5:** Evaluate opportunities and risks for businesses operating in wider ecosystem
- PSO1:** Evaluate emerging technologies for improving business performance
- PSO2:** Demonstrate the commitment to solve societal problems

Employability and Transferable Skills

- TES1** Communicate effectively using a range of media
- TES2** Apply teamwork and leadership skills
- TES3** Find, evaluate, synthesis and use information
- TES4** Analyze real world situations critically
- TES5** Reflect on their professional development
- TES6** Demonstrate professional and ethical awareness
- TES7** Exhibit strategic thinking and decision-making capabilities
- TES8** Apply multi- disciplinary approach to the context

Curriculum Structure *(Flexible Credit System)*

Minimum Credit Requirements to Award Degree Under Each Category

S.No.	Course Category	2 Year Postgraduate	
		Credits	(%)
1	Programme Core Courses (PC)	67	62
2	Programme Elective Courses (PE)	30	28
3	Experience Based Courses	11	10
	Total	108	100

Programme Core Courses								
The minimum number of Credits to be earned is 67.								
Course code	Level	Course Title	L	T	P	S	J	C
24OPSC6002	600	Quantitative Techniques	3	0	0	0	0	3
24BECO6001	600	Micro Economics	2	0	0	0	0	2
24ODHR6001	600	Organizational Behavior	3	0	0	0	0	3
24ACFN6002	600	Financial Reporting and Analysis	3	0	0	0	0	3
24MKTG6001	600	Marketing Management – I	2	0	0	0	0	2
24INFS6001	600	Spreadsheet Modelling	0	0	2	0	0	1
24ODHR6061	600	Business Communication - I	0	0	2	0	0	1
24MKTG6011	600	Marketing Management – II	2	0	0	0	0	2
24BECO6011	600	Macro Economics	2	0	0	0	0	2
24ODHR6021	600	Human Resource Management	3	0	0	0	0	3
24ACFN6012	600	Management Accounting and Control	3	0	0	0	0	3
24OPSC6012	600	Operations Management	2	0	0	0	0	2
24STGM6071	600	Career Accelerator Laboratory - I	0	0	2	0	0	1
24ODHR6071	600	Business Communication - II	0	0	2	0	0	1
24ACFN6022	600	Corporate Finance – I	2	0	0	0	0	2
24INTB6001	600	International Business	3	0	0	0	0	3
24INFS6012	600	Business Analytics	2	1	0	0	0	3
24ENTP6001	600	Innovation and Entrepreneurship	2	0	0	0	0	2
24OPSC6061	600	Operations Research	2	0	0	0	0	2
24ODHR7121	600	Legal Aspects of Business	3	0	0	0	0	3
24STGM6081	600	Career Accelerator Laboratory - II	0	0	2	0	0	1
24ACFN6032	600	Corporate Finance – II	2	0	0	0	0	2
24OPSC6022	600	Business Research Methods	3	0	0	0	0	3
24INFS6022	600	Data Visualization for DM	2	1	0	0	0	3
24STGM6091	600	Career Accelerator Laboratory - III	0	0	2	0	0	1
24STGM7001	700	Strategic Management	3	0	0	0	0	3
24STGM7021	700	Business Ethics and Corporate Governance	3	0	0	0	0	3
24STGM7012	700	Phygital Lab	0	0	2	0	0	1
24INFS7001	700	Digital Transformation	3	0	0	0	0	3
24STGM7231	700	Business and Sustainability	3	0	0	0	0	3

Programme Electives								
The total credits required is 30, from two different concentrates listed; The minimum number of Credits to be earned from concentrate 1 is 18 and Concentration 2 is 12.								
Course Code	Level	Course Title	L	T	P	S	J	C
Accounting and Finance								
24ACFN6042	600	Corporate Valuation	3	0	0	0	0	3
24ACFN6051	600	Security Analysis and Portfolio Management	3	0	0	0	0	3
24ACFN7111	700	Bank Management	3	0	0	0	0	3
24ACFN7011	700	Financial Derivatives	3	0	0	0	0	3
24ACFN7101	700	Advanced Financial Statements Analysis	3	0	0	0	0	3
24ACFN7031	700	Behaviourial Finance	3	0	0	0	0	3
24ACFN7041	700	Fixed Income Securities	3	0	0	0	0	3
24ACFN7051	700	Mergers, Acquisitions and Restructuring	3	0	0	0	0	3
24ACFN7062	700	Project and Structured Finance	2	1	0	0	0	3
24ACFN7071	700	Financial Analytics	3	0	0	0	0	3
24ACFN7121	700	FinTech Foundations and Applications	3	0	0	0	0	3
24ACFN7131	700	Sustainable Finance and Carbon Markets	3	0	0	0	0	3
PPOL6541	600	Economic Freedom, Financial Inclusion and Digital Banking (Hyd Campus alone)	3	0	0	0	0	3
PPOL6651	600	Environmental Social and Governance: Reporting Investing and Governance (Hyd Campus alone)	3	0	0	0	0	3
PPOL6681	600	Climate Change and Finance (Hyd Campus alone)	3	0	0	0	0	3
International Business								
24INTB6011	600	Geopolitical Environment	3	0	0	0	0	3
24INTB6021	600	International Economics	3	0	0	0	0	3
24INTB7001	700	International Trade Logistics	3	0	0	0	0	3
24INTB7011	700	International Marketing Management	3	0	0	0	0	3
24INTB7021	700	Global Business Environment and Trade Policy	3	0	0	0	0	3
24INTB7031	700	International Finance	3	0	0	0	0	3
24INTB7041	700	International Trade Operations	3	0	0	0	0	3
24INTB7051	700	Doing Business with Emerging Markets	3	0	0	0	0	3
24INTB7061	700	IB Negotiations & Cross Cultural Management	3	0	0	0	0	3
24INTB7071	700	WTO & Regional Economic Integration	3	0	0	0	0	3
Marketing								
24MKTG6021	600	Consumer Behaviour	3	0	0	0	0	3
24MKTG6031	600	Managing Retail Business	3	0	0	0	0	3
24MKTG6041	600	Sustainable Marketing	3	0	0	0	0	3
24MKTG7001	700	Sales Management	3	0	0	0	0	3
24MKTG7011	700	Rural Marketing	3	0	0	0	0	3
24MKTG7021	700	Services Marketing	3	0	0	0	0	3
24MKTG7031	700	Enterprise Account Management	3	0	0	0	0	3

24MKTG7041	700	Product Management	3	0	0	0	0	3
24MKTG7051	700	Managing the Last Mile	3	0	0	0	0	3
24MKTG7062	700	Marketing Analytics	2	1	0	0	0	3
24MKTG7071	700	Brand Management	3	0	0	0	0	3
24MKTG7081	700	Digital Marketing	3	0	0	0	0	3
24MKTG7091	700	Integrated Marketing Communication	3	0	0	0	0	3
24MKTG7101	700	Pricing	3	0	0	0	0	3
Operations and Supply Chain								
24OPSC7091	700	Digital Transformation in Supply Chains: Technology and Innovation	3	0	0	0	0	3
24OPSC6042	600	Supply Chain Management	3	0	0	0	0	3
24OPSC7001	700	Project Management	3	0	0	0	0	3
24OPSC7011	700	Strategic Logistics Management	3	0	0	0	0	3
24OPSC7111	700	Decision Science for Business Management	3	0	0	0	0	3
24OPSC7081	700	Quality Management and Lean Six Sigma	3	0	0	0	0	3
24OPSC7042	700	Supply Chain Analytics	3	0	0	0	0	3
24OPSC7101	700	Export Import Operations Management	3	0	0	0	0	3
24OPSC7062	700	Port and Shipping	3	0	0	0	0	3
24OPSC7072	700	Circular Economy	3	0	0	0	0	3
PPOL7131	700	Environmental Policy: From Principles to Instruments (Hyd Campus alone)	3	0	0	0	0	3
Organizational Development & Human Resources								
24ODHR6041	600	Talent Management and Employee Retention	3	0	0	0	0	3
24ODHR6051	600	Organisational Culture & Change	3	0	0	0	0	3
24ODHR7011	700	HR Analytics	3	0	0	0	0	3
24ODHR7021	700	Performance and Career Management	3	0	0	0	0	3
24ODHR7031	700	Making of a CEO	3	0	0	0	0	3
24ODHR7041	700	Strategic Management of Human Capital	3	0	0	0	0	3
24ODHR7051	700	Employment Laws	3	0	0	0	0	3
24ODHR7061	700	Managing HR in Global Context	3	0	0	0	0	3
24ODHR7071	700	Learning and Development	3	0	0	0	0	3
24ODHR7081	700	HRM and AI	3	0	0	0	0	3
24ODHR7091	700	Negotiation, Mediation and Conflict Resolution	3	0	0	0	0	3
24ODHR7111	700	Compensation and Reward Management	3	0	0	0	0	3
24ODHR7101	700	Global Human Resource Management (VSP Campus alone)	3	0	0	0	0	3
PPOL6692	600	Law and Policy of Global Trade (Hyd Campus alone)	3	0	0	0	0	3
PPOL6751	600	Interpersonal Dynamics (Hyd Campus alone)	3	0	0	0	0	3
Information Systems								
24INFS6032	700	Big Data Analytics	2	1	0	0	0	3
24INFS6041	600	Emerging Technologies in Business	3	0	0	0	0	3
24INFS7012	700	Artificial Intelligence in Business	2	1	0	0	0	3

24INFS7021	700	Digital Ecosystems	3	0	0	0	0	3
24INFS7031	700	IT and Digital Strategy	3	0	0	0	0	3
24INFS7042	700	Web and Social Media Analytics	2	1	0	0	0	3
24INFS7051	700	Digitalization in Business	3	0	0	0	0	3
24INFS7062	700	Cyber Security	2	1	0	0	0	3
24INFS7071	700	Cloud Computing	3	0	0	0	0	3
24INFS7082	700	Natural Language Processing for Business	2	1	0	0	0	3
PPOL7111	700	Challenges of AI Technology Regulations (Hyd Campus alone)	3	0	0	0	0	3
Entrepreneurship								
24ENTP6011	600	Business Model Innovation	3	0	0	0	0	3
24ENTP6021	600	Technology for Globalisation	3	0	0	0	0	3
24ENTP7001	700	Family Businesses and Enterprises	3	0	0	0	0	3
24ENTP7011	700	Technology Entrepreneurship	3	0	0	0	0	3
24ENTP7021	700	Social Entrepreneurship	3	0	0	0	0	3
24ENTP7031	700	Design Thinking for Business Innovation	3	0	0	0	0	3
24ENTP7041	700	Entrepreneurial Finance	3	0	0	0	0	3
24ENTP7051	700	Managing Innovation	3	0	0	0	0	3
24ENTP7061	700	Managing Growth for Startups	3	0	0	0	0	3
24ENTP7071	700	M&A and Corporate Strategy	3	0	0	0	0	3
Strategy and Consulting								
24STGM6111	600	Management Consulting	3	0	0	0	0	3
24STGM7251	700	Digital Strategy	3	0	0	0	0	3
24ENTP7051	700	Managing Innovation	3	0	0	0	0	3
24STGM7261	700	Strategy Implementation	3	0	0	0	0	3
24STGM7271	700	Mergers and Acquisition	3	0	0	0	0	3
24STGM7281	700	International Business Strategy	3	0	0	0	0	3

Experience Based Courses								
Course code	Level	Course Title	L	T	P	S	J	C
CPSP7999	700	Capstone Project#	0	0	0	0	6	3
24XXXXXXXX	600	Immersion (Basket)	0	0	0	4	0	2
24XXXXXXXX	700	Independent Study (Basket)	0	0	0	12	0	6
Immersion* (Courses) [Total of 2 credits]								
		Mandatory course						
24SOIM6777	600	Social Immersion	0	0	0	2	0	1
		Choose any one course						
24ITIM6555	600	International Immersion	0	0	0	2	0	1
24IDIM6666	600	Industry Immersion	0	0	0	2	0	1
24ENIM6888	600	Entrepreneurship Immersion	0	0	0	2	0	1
24RSIM6999	600	Research Immersion	0	0	0	2	0	1
Independent Study^ (Courses) [Any one for 6 credits]								
24SINT7556	700	Summer Internship	0	0	0	12	0	6
24FDLB7667	700	Founders Lab	0	0	0	12	0	6
24RINT7778	700	Research Internship	0	0	0	12	0	6
Non Credit Mandatory Courses #								
24STGM7241	700	Campus to Corporate - V	0	0	2	0	0	0
24STGM7242	700	Campus to Corporate - VI	0	0	2	0	0	0
24STGM7243	700	Campus to Corporate - VII	0	0	2	0	0	0
24STGM7244	700	Campus to Corporate - VIII	0	0	2	0	0	0
* Will be offered in Term 3 ^ Will be offered in between Term 4 and Term 5 # Will be offered in Term 5 to Term 8.								

Course Articulation Matrix

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5
24OPSC6002	Quantitative Techniques		3	3	1	2
24BECO6001	Micro Economics	3	3	1	1	3
24ODHR6001	Organizational Behavior	3	3	3	3	2
24ACFN6002	Financial Reporting and Analysis	1	2	1	1	1
24MKTG6001	Marketing Management – I	1	2	1	1	3
24INFS6001	Spreadsheet Modelling					
24ODHR6061	Business Communication-I					
24MKTG6011	Marketing Management – II	2	1	1	1	1
24BECO6011	Macro Economics	3	3		2	3
24ODHR6021	Human Resource Management	3	3	1	2	3
24ACFN6012	Management Accounting and Control	2	3	1	1	
24OPSC6012	Operations Management	3	2		3	2
24STGM6071	Career Accelerator Lab-I					
24ODHR6071	Business Communication-II					
24ACFN6022	Corporate Finance – I	3	2			3
24INTB6001	International Business	3	3	1		2
24INFS6012	Business Analytics	3	1		1	3
24ENTP6001	Innovation and Entrepreneurship	2	1	1	1	2
24OPSC6061	Operations Research					
24ODHR7121	Legal Aspects of Business	2	1	1	2	3
24STGM6081	Career Accelerator Lab-II					
24ACFN6031	Corporate Finance – II	3	2			3
24OPSC6022	Business Research Methods	2	2	1	1	2
24INFS6022	Data Visualization for DM	2	2	1	2	2
24STGM6091	Career Accelerator Lab-III					
24STGM7001	Strategic Management	3	2	2	1	2
24STGM7021	Business Ethics & Corporate Governance	2	2	2	2	1
24STGM7011	Phyigital Lab					
24INFS7001	Digital Transformation	3	3	3	1	3
24STGM7231	Business and Sustainability					
24ACFN6042	Corporate Valuation	3	3	3	2	3
24ACFN6051	Security Analysis and Portfolio Management	2	3	3	3	1
24ACFN7111	Bank Management	3	2			3
24ACFN7011	Financial Derivatives	3	2	1	2	3
24ACFN7101	Advanced Financial Statements Analysis	3	2	2	1	1
24ACFN7031	Behavioural Finance	2		1	1	
24ACFN7041	Fixed Income Securities	1	1	1	1	1
24ACFN7051	Merger, Acquisitions and Restructuring	3	3	3	2	3
24ACFN7062	Project and Structured Finance	3	2	1	2	1

24ACFN7071	Financial Analytics	1	2	2	1	1
24ACFN7121	FinTech Foundations and Applications	2	2	1	1	3
24ACFN7131	Sustainable Finance and Carbon Markets	2	3	2	3	3
24INTB6011	Geopolitical Environment	2	3	2	3	2
24INTB6021	International Economics	2	3	2	3	2
24INTB7001	International Trade Logistics	1	2	3		
24INTB7011	International Marketing Management	3	3	2	3	3
24INTB7021	Global Business Environment and Trade Policy	1	3	3	2	1
24INTB7031	International Finance	3	3	3	3	2
24INTB7041	International Trade Operations	1	2	3		
24INTB7051	Doing Business with Emerging Markets	1	3	3	2	1
24INTB7061	IB Negotiations & Cross Cultural Management	1	2	3		
24INTB7071	WTO & Regional Economic Integration	1	3	3	2	1
24MKTG6021	Consumer Behaviour	1	1	1	1	2
24MKTG6031	Managing Retail Business	3	1	2	2	3
24MKTG6041	Sustainable Marketing	3	3	3	2	3
24MKTG7001	Sales Management	3	1	2	2	3
24MKTG7011	Rural Marketing	3	3	3	2	3
24MKTG7021	Services Marketing	3	3	2	3	3
24MKTG7031	Enterprise Account Management	3	1	1	2	1
24MKTG7041	Product Management	1	2		3	1
24MKTG7051	Managing the Last Mile	3	1	1	3	3
24MKTG7062	Marketing Analytics	3	1	1	1	1
24MKTG7071	Brand Management	3	1	1	3	3
24MKTG7081	Digital Marketing	3	3	1	3	2
24MKTG7091	Integrated Marketing Communication	1	3	2	3	3
24MKTG7101	Pricing	2	2	2	2	2
24OPSC7091	Digital Transformation in Supply Chains: Technology and Innovation					
24OPSC6042	Supply Chain Management	2	2		3	2
24OPSC7001	Project Management	3		3	2	3
24OPSC7011	Strategic Logistics Management	1	3	3	2	2
24OPSC7111	Decision Science for Business Management	3			1	2
24OPSC7081	Quality Management and Lean Six Sigma					
24OPSC7042	Supply Chain Analytics	2	1	1	2	2
24OPSC7101	Export Import Operations Management					
24OPSC7062	Port and Shipping	2	3	2	3	3
24OPSC7072	Circular Economy	3	3			3
24ODHR6041	Talent Management and Employee Retention	2	2	1	1	2
24ODHR6051	Organisational Culture & Change	3	3	2	2	3
24ODHR7011	HR Analytics	3	1	1	2	2

24ODHR7021	Performance and Career Management	2	2	1	2	2
24ODHR7031	Making of a CEO	2	2	2	2	3
24ODHR7041	Strategic Management of Human Capital	2	1	1	1	2
24ODHR7051	Employment Laws	1	1	1	1	1
24ODHR7061	Managing HR in Global Context	2	2	2	2	3
24ODHR7071	Learning and Development	2	1	1	1	1
24ODHR7081	HRM and AI	1	2	1	1	2
24ODHR7091	Negotiation, Mediation and Conflict Resolution	3	1	2	2	3
24ODHR7111	Compensation and Reward Management					
24ODHR7101	Global Human Resource Management					
24INFS6032	Big Data Analytics	1	1	3	3	3
24INFS6041	Emerging Technologies in Business	2	1	2	1	2
24INFS7012	Artificial Intelligence in Business	3	3	2	3	
24INFS7021	Digital Ecosystems	2	3	1	3	2
24INFS7031	IT and Digital Strategies	2	2	2	2	2
24INFS7042	Web and Social Media Analytics	2	3	3	1	3
24INFS7051	Digitization in Business	2	2	1	2	3
24INFS7062	Cyber Security	2	3	3	3	2
24INFS7071	Cloud Computing	3	3	1	3	3
24INFS7082	Natural Language Processing for Business	2	2	3	1	3
24ENTP6011	Business Model Innovation	3	2	1	1	2
24ENTP6021	Technology for Globalisation	3	2	1	1	2
24ENTP7001	Family Businesses and Enterprises	3	2	1	1	2
24ENTP7011	Technology Entrepreneurship	1	1	1	2	2
24ENTP7021	Social Entrepreneurship	3	1	1	1	2
24ENTP7031	Design Thinking for Business Innovation	2	1	2	2	2
24ENTP7041	Entrepreneurial Finance	2	2	1	1	2
24ENTP7051	Managing Innovation	1	2	2	2	2
24ENTP7061	Managing Growth in Startups	3	3	1	1	2
24ENTP7071	M&A and Corporate Strategy	2	1	1	1	2
24STGM6111	Management Consulting					
24STGM7251	Digital Strategy					
24ENTP7051	Managing Innovation					
24STGM7261	Strategy Implementation					
24STGM7271	Mergers and Acquisition					
24STGM7281	International Business Strategy					



GITAM School of Business
GITAM (Deemed to be University)
Visakhapatnam | Hyderabad | Bengaluru