

1.2.2 - MBA - file 1

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES, TIRUPATI**  
**(AUTONOMOUS)**  
**DEPARTMENT OF MBA**

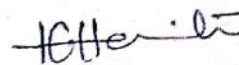
**CIRCULAR**

Dt. 01.08.2020

Following are 6 sets of elective courses offered for MBA students in various semesters.

Course Code	Course Name	Semester
	<b>Elective 1</b>	III Semester
19MBA0303	Investment Analysis and Portfolio Management (F)	
19MBA0304	Human Resource Analytics (H)	
19MBA0305	Consumer Behavior (M)	
19MBA0306	Managing Digital Innovation and Transformation (S)	
	<b>Elective 2</b>	
19MBA0307	Financial Markets and Services (F)	
19MBA0308	Performance Management (H)	
19MBA0309	Sales and Distribution Management(M)	
19MBA0310	E-Commerce and Digital Markets (S)	
	<b>Elective 3</b>	
19MBA0311	Banking and Financial Institutions (F)	
19MBA0312	Organizational Change and Development (H)	
19MBA0313	Retail Management (M)	
19MBA0314	Data Science using R (S)	
	<b>Elective 4</b>	IV Semester
19MBA0315	Project Appraisal & Finance (F)	
19MBA0316	Compensation and Benefits Management (H)	
19MBA0317	Product and Brand Management (M)	
19MBA0318	Data Mining for Business Decisions(S)	
	<b>Elective 5</b>	
19MBA0403	Financial Derivatives (F)	
19MBA0404	Industrial Relations (H)	
19MBA0405	Services Marketing (M)	
19MBA0406	E-Retailing (S)	
	<b>Elective 6</b>	
19MBA0407	International Finance (F)	
19MBA0408	International HRM (H)	
19MBA0409	International Marketing (M)	
19MBA0410	Marketing analytics (S)	

Students of MBA can choose a subject from each set whenever they face the CBCS/Electives in their journey.

  
**HOD-MBA**  
**HEAD**  
 Dept. of Management Studies  
 Annamacharya Institute of  
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