



Indian Institute of Technology Kharagpur

Vinod Gupta School of Management

**MBA-Executive Curriculum**



SUBJECT NAME	Subject Code
<b>CORE SUBJECTS</b>	
<b>TERM: I</b>	
Business Accounting	BM81001
Statistical Methods for Management	BM80001
Organisational Behaviour	BM81002
Microeconomics for Managers	BM81003
<b>TERM: II</b>	
Marketing Management	BM81004
Production and Operations Management	BM80008
Managing People and Performance	BM81005
Information Technology for Business Intelligence	BM81006
<b>TERM: III</b>	
Marketing Mix Decisions	BM81007
Macroeconomics for Managers	BM81008
Competition and Strategy	BM81009
Managerial Communication and Negotiation	BM81010
<b>TERM: IV</b>	
Business Research Methods	BM80010
Optimization Techniques for Managers	BM81011
Corporate Finance	BM80009
Digital Business and AI	BM81012
<b>TERM: V</b>	
Managing New Ventures	BM81013
Business Law for Managers	BM80014
<i>Elective - I*</i>	
<i>Elective - II*</i>	
Project in Entrepreneurship and Innovation	BM87101
<b>TERM: VI</b>	
Business Analytics	BM81014
Sustainable Business Practices	BM81015
<i>Elective - III</i>	
<i>Elective - IV</i>	
Management Project - I	BM87004
<b>TERM: VII</b>	
Business Ethics and Corporate Governance	BM81016
Business Simulation Games	BM89101
<i>Elective - V</i>	
<i>Elective - VI</i>	
Management Project - II	BM87005
<b>TERM: VIII</b>	
Global Business Management	BM81017
<i>Elective - VII</i>	
<i>Elective - VIII</i>	
Management Project - III	BM87006

<b>SUBJECT NAME</b>	<b>Subject Code</b>
<b>ELECTIVE SUBJECTS</b>	
Business to Business Marketing	BM80077
Commercial Banking	BM80052
Consumer Behaviour Analysis	BM80054
Derivatives & Risk Management	BM80057
E-Commerce: Technology and Application	BM80062
Econometrics Modelling & Business Forecasting	BM80061
Enterprise Resource Planning	BM80059
Financial Markets and Institutions	BM80075
Human Resource Audit	BM80079
Information Security & Risk Management	BM80063
Information Technology for Business Intelligence	BM80066
Infrastructure and Project Finance	BM80060
Manufacturing Strategies	BM80055
Marketing Engineering	BM80064
Marketing Research	BM80071
Marketing Strategy	BM80070
Mergers, Acquisitions and Corporate Restructuring	BM80053
Performance Management	BM80051
Purchasing and Outsourcing for Competitive Advantage	BM80056
Sales & Distribution Management	BM80065
Security Analysis & Portfolio Management	BM80069
Services Management	BM80058
Entrepreneurship & New Ventures	BM80068
International Financial Management	BM80073
Financial Modelling	BM80072
Marketing Analytics	BM80081
Banking & Financial Markets Analytics	BM80074
Corporate Taxation	BM80076
Risk Management	BM80078
Supply Chain Analytics	BM80082
Optimization and Business Decision Analysis	BM80080
Services Marketing	BM80024
International Economics	BM80026
Retail Marketing	BM80084
Introduction to Business Analytics	BM80027
Advanced Business Analytics	BM80085
Applied Econometrics for Finance	BM80083
Integrated Marketing Communication	BM80086
Customer Relationship Management	BM80089
International Marketing	BM80088
Digital Marketing	BM80087
Econometrics Analysis of Panel Data	BM80090
Econometrics Modelling & Business Forecasting	BM80091
Management Lessons from Movies	BM80092