

Study Plan - MBA (Focus Area - Digital Marketing)

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.
Semester 1	MBA 642	Managerial Finance	None	3
	MBA 643	Business Research Methods	None	3
	MBA 645	Marketing Management	None	3
	MBA 651	Organizational Behaviour	None	3
	Total			12
Semester 2	MBA 640	Accounting for Decision Making	None	3
	MBA 649	Business Ethics and Sustainability	None	3
	MBA XXX	DM Focus Area Elective (1)		3
	MBA XXX	DM Focus Area Elective (2)		3
	Total			12
Semester 3	MBA 648	Business Strategy	MBA 640, MBA 642, MBA 643, MBA 645	3
	MBA XXX	DM Focus Area Elective (3)		3
	MBA 700 or MBA 710	Applied Research Project or Applied Consulting Project	Complete 21 Cr. H. & CGPA of at least 3.0	6
	Total			12
Total				36