

Master of Business Administration (MBA)

Key features of the Program:

Duration: 2 years organized in 3 terms per year*

Specialization Areas:

- Marketing [MKT]
- Finance & Accounting [FIN-AC]
- Strategy & Entrepreneurship [ST-ENT]
- Information Technology & Analytics [ITA]
- Humanities & Liberal Arts [HLA]
- Organizational behaviour & Human resources [OB-HR]
- Economics [ECO]
- Operations Management & Quantitative Techniques [OMQT]
- Business Communications [BIZCOMM]

Credit Structure for Courses

Course Credit	Credits Point	No. of Session	Contact hour with Faculty
Full	3	20	30
Three-Fourth	2.25	15	22.5
Half	1.5	10	15
One-Third	1	7 (6 + 1)	10 (1.5 x 6+1)

Only second year students in term IV – VI are eligible for Student Exchange Program at IIM Bodh Gaya.

**Courses Available for Exchange Students
in the
Academic Year 2024-2025**

Area	Term	Final Elective Courses for the AY-2024-25	Credit
MKT	IV	Consumer Behaviour	3
		Sales & Distribution Management	3
		Digital Marketing & Social Media Marketing	3
		Integrated Marketing Communication	2.25
		Brand Management	1.5
		Product Management	1.5
	V	Marketing Analytics	3
		B2B Marketing	3
		Services Marketing	3
		Pricing Strategies in Marketing	3
		International Marketing	1.5
	VI	Marketing Strategy	3
		Retail Marketing	2.25
		Rural Marketing	1.5
		Luxury & Fashion Management	1.5

FIN-AC	IV	Security Analysis & Portfolio Management	3
		Financial Derivatives	3
		Business Analysis and Valuation	3
		Financial Statement Analysis	3
	V	Commercial Banking & Credit Lending	3
		Financial Risk Management	3
		Fixed Income Securities	3
VI	Investment Banking	3	
ST-ENT	IV	Management Consulting	3
	V	M&A and Strategic Alliances	3
		Strategic & Organisational Leadership	1.5
	VI	International Business	3
ITA	IV	Data Science for Managers Using Python	3
		Digital Transformation	3
		AI in Business Solutions	1.5
		Storytelling with Data	1.5
	V	Advance Business Analytics	3
		Agile DevOps and IT Project Management	3
		Business Intelligence and Data Modelling	3
		Data Driven Decision Making for Managers	3
	VI	Cloud Computing and IoT	3

		Electronic Commerce	3
HLA	IV	Corporate laws and governance	1.5
	V	Corporate Frauds	1.5
	VI	-----	-----
OB-HR	IV	Personal Branding for Career Development	3
	V	Negotiation and Conflict Management	3
	VI	Management Lessons from Gita	1.5
ECO	IV	Behavioural Economics	3
	V	Monetary Economics and Macro-Financial Linkages	3
	VI	Digital Economics	1.5
		Macro-economic Forecasting	1.5
OMQT	IV	Supply Chain Management	3
	V	Project Management	3
		Logistics Management	3
	VI	Operations Strategy	1.5
BIZCOMM	IV	Advanced workshop in interview skills	1.5
		Problem Solving for Managers	1.5
	V	-----	-----
	VI	Storytelling across Media	1.5