

Master of Business Administration

VIT Online Learning Institute (VITOL)

Programme Credit Structure	Credits
Discipline Course Courses	40
Discipline Elective Courses	28
Project	12
Total Graded Credit Requirement	80

Note:

- Student can choose the Major and Minor from any one specialization baskets (Marketing/Digital Marketing, Finance/Financial Technology, Human Resources, Operations and Supply Chain Management and Business Analytics) of the discipline electives. Student should earn 20 credits (i.e., 5 Discipline electives) from any one of the specialization baskets to be eligible for a Major and 8 credits (2 Discipline Electives) from any one of the remaining specialization baskets for a Minor.
- Students can choose minimum of 1 elective from each one of the specialization course and earn 28 credits to be eligible for Major in General Management.

Programme Credit Structure	Credits		Analytics
Discipline Course Courses	40	OLMBA620	Sales and Distribution Management 3 1 0 4
Discipline Elective Courses	28	OLMBA621	E-Commerce Marketing and Sales Enablement 3 1 0 4
Project	12		
Total Graded Credit Requirement	80		Earning 20 credits or a minimum of 12 credits under Marketing/Digital Marketing course is eligible for Major in Marketing/Digital Marketing

Discipline Course Courses	40		Finance/Financial Technology (Fintech)
OLMBA501 Principles of Management	3 1 0 4	OLMBA609	Indian Financial System 3 1 0 4
OLMBA502 Managerial Economics	3 1 0 4	OLMBA610	Security Analysis and Portfolio Management 3 1 0 4
OLMBA503 Financial Accounting	3 1 0 4	OLMBA622	Financial Derivatives 3 1 0 4
OLMBA511 Business Statistics	3 1 0 4	OLMBA623	Costing Methods and Techniques 3 1 0 4
OLMBA505 Business Communication	3 1 0 4	OLMBA624	Financial Modelling using Spread Sheet 3 1 0 4
OLMBA506 Human Resource Management	3 1 0 4	OLMBA625	Insurance Tech and Risk Management 3 1 0 4
OLMBA507 Marketing Management	3 1 0 4	OLMBA626	Wealth Tech and Lending Tech 3 1 0 4
OLMBA508 Operations Management	3 1 0 4	OLMBA627	Digital Banking and Payment System 3 1 0 4
OLMBA509 Strategic Management	3 1 0 4	OLMBA628	Data Protection and Cyber Security 3 1 0 4
OLMBA510 Financial Management	3 1 0 4	OLMBA629	Applied Fintech for Business 3 1 0 4
Discipline Elective Courses	28		Earning 20 credits or a minimum of 12 credits under Finance/ Financial technology course is eligible for Major in Finance/ Financial technology

Marketing/Digital Marketing			Human Resources
Course Code	Course Title	L T P C	
OLMBA604	Consumer Behaviour	3 1 0 4	OLMBA601 Organizational Behaviour 3 1 0 4
OLMBA605	Retail Management	3 1 0 4	OLMBA602 Knowledge Management 3 1 0 4
OLMBA606	Digital Marketing	3 1 0 4	OLMBA603 Leadership and Team Building 3 1 0 4
OLMBA611	Marketing Analytics	3 1 0 4	OLMBA614 Legal Aspects of Business 3 1 0 4
OLMBA616	Brand Management for the Digital Era	3 1 0 4	OLMBA630 Emotional Intelligence for Managerial Effectiveness 3 1 0 4
OLMBA617	Integrated Marketing Communication	3 1 0 4	OLMBA631 Organisational Change and Development 3 1 0 4
OLMBA618	Service Marketing	3 1 0 4	
OLMBA619	Social Media Strategy and	3 1 0 4	

OLMBA632	Compensation Management	3	1	0	4
OLMBA633	Application of AI in HRM	3	1	0	4
OLMBA634	Conflict Resolution and Management	3	1	0	4
OLMBA635	Strategic HRM	3	1	0	4
OLMBA636	HR Analytics	3	1	0	4
OLMBA637	Industrial Relations and Labour Laws	3	1	0	4
OLMBA638	Design Thinking and Innovation	3	1	0	4
OLMBA639	Mental Health and Wellbeing	3	1	0	4
OLMBA640	Entrepreneurship Development	3	1	0	4

Earning 20 credits under Human Resource Management course is eligible for Major in Human Resource Management

Operations and Supply Chain Management

OLMBA607	Materials Management	3	1	0	4
OLMBA608	Logistics and Supply Chain Management	3	1	0	4
OLMBA613	Supply Chain Analytics	3	1	0	4
OLMBA641	Project Management	3	1	0	4
OLMBA642	Service Operations Management	3	1	0	4
OLMBA643	Applied Operations Research	3	1	0	4

OLMBA644	Quality Management	3	1	0	4
OLMBA645	Strategic Cost Management in Supply Chain	3	1	0	4
OLMBA646	Global Sourcing and Procurement	3	1	0	4
OLMBA647	Sustainable Supply Chain Management	3	1	0	4

Earning 20 credits under Operations and Supply Chain Management course is eligible for major in Operations and Supply Chain Management

Business Analytics

OLMBA612	Business Analytics	3	1	0	4
OLMBA648	Big Data Analytics	3	1	0	4
OLMBA649	Data Visualisation and Analysing	3	1	0	4
OLMBA650	Risk Analytics	3	1	0	4
OLMBA651	Financial Data Analytics	3	1	0	4
OLMBA652	Applied Econometrics	3	1	0	4
OLMBA653	Predictive Analytics for Management	3	1	0	4

Earning 20 credits under Business Analytics course is eligible for Major in Business Analytics

Project					12
OLMBA699	Project				12