

International Institute of Professional Studies
Course curriculum scheme for MBA (APR) 2 Yrs PG Batch 2018

Subject Code	Sem I	Subject Code	Sem II
APR-101 B	Principles of Advertising Management	APR-201	Media Planning
APR-102	Principles of Marketing Management	APR-201A	Public Relations
APR-106	Business Statistics & Quantitative Techniques	APR-2**	Advertising and PR Research
APR-110	Organizational Behavior	APR-203	Creative Writing
APR-112	Integrated Marketing Communications	APR-206 A	Business Communication and Personality Development
APR-113	Fundamentals of Management	APR-209	Mass Communication
APR – 111A	Accounting and Finance for Managers	APR-212	Client Servicing & Account Planning
APR- 108	Comprehensive Viva	APR- 208	Comprehensive Viva
	7 subjects * 4 credits = 28 credits		7 subjects * 4 credits = 28 credits

Subject Code	Proposed For 2K18 onwards Sem. III	Subject Code	Proposed For 2K18 onwards Sem. IV
APR-301C	Corporate Communication.	APR-401A	Rural & Retail Marketing
APR-302	Commercial Designing	APR-402B	Marketing Strategies
APR-302B	Consumer Behavior	APR-403	Direct Marketing & Event Management
APR-306B	Computer Graphics	APR-408	Brand Management
APR-308	Service Marketing.	APR-415	Audio -Visual Production
APR-3**	Decision Making Skills/ Dissertation	APR – 4**	Digital Marketing
APR-307	Comprehensive Viva	APR- 406	Comprehensive Viva
	6 subjects * 4 credits = 24 credits		6 subjects * 4 credits = 24 credits

Total Credits (For Batch 2018 onwards) 104 credits
Virtual credits of CV in I,II, III and IV = 4*4 = 16 credits

GRAND TOTAL = 120 Credits