



# MASTERS PROGRAM IN BUSINESS ADMINISTRATION (DUAL SPECIALIZATION)



**DURATION**  
**(REGULAR) 2 YEARS**  
**(FAST TRACK) 6 MONTHS**

**ELIGIBILITY :**  
**GRADUATION OR ABOVE**  
**WORK EXPERIENCE :**  
**3 YEARS**

## COURSE DISCRIPTION

Students at our institution of higher learning can choose from a variety of disciplines through our dual specialty packages. Over 100 specialisations are available to students (for example, advertising management, airline management, public relations management, and so on). By choosing this form of dual specialisation programme, the student is allowed to concentrate their goals or targets on whichever speciality in which they believe they would flourish. If a student wants to work in a certain organisation that deals with a specific form of management, the student can pursue a specialist in that field

# SUBJECTS

## **YEAR 1 ( sem I )**

- PRINCIPLES OF MANAGEMENT
- FINANCIAL ACCOUNTING
- MANAGERIAL ECONOMICS
- BUSINESS COMMUNICATION
- ORGANIZATIONAL BEHAVIOUR

## **YEAR 1 ( sem II )**

- BUSINESS ETHICS & CORPORATE GOVERNANCE
- COST ACCOUNTING
- RESEARCH METHODOLOGY
- HUMAN RESOURCE MANAGEMENT

## **YEAR 2 ( sem III )**

- MARKETING MANAGEMENT
- PRODUCTION/OPERATIONS MANAGEMENT
- FINANCIAL MANAGEMENT
- MANAGEMENT INFORMATION SYSTEMS
- BUSINESS LAW

## **YEAR 2 ( sem IV )**

- QUANTITATIVE TECHNIQUES
- SPECIALIZATION 1
- SPECIALIZATION 2
- PROJECT

# SPECIALIZATION

1. ADVERTISING MANAGEMENT
2. AGRI-BUSINESS MANAGEMENT
3. AGRICULTURE MANAGEMENT
4. AIRPORT MANAGEMENT
5. AIRLINE MANAGEMENT
6. ARCHITECTURAL MANAGEMENT
7. ASSET MANAGEMENT
8. AUDIT MANAGEMENT
9. AUTOMOBILE MANAGEMENT
10. BANKING AND INSURANCE MANAGEMENT
11. BIO-TECHNOLOGY MANAGEMENT
12. BPO MANAGEMENT
13. BUSINESS PROCESS MANAGEMENT
14. CALL CENTRE MANAGEMENT
15. CHARTERED FINANCE MANAGEMENT
16. CARGO MANAGEMENT
17. COMMUNICATION MANAGEMENT
18. CONSTRUCTION MANAGEMENT 1
19. CONSULTANCY MANAGEMENT
20. CONSUMER BEHAVIOUR
21. CO-OPERATIVE MANAGEMENT
22. CORPORATE FINANCE MANAGEMENT
23. CORPORATE LAW MANAGEMENT
24. CORPORATE SOCIAL RESPONSIBILITY MANAGEMENT
25. CORPORATE TRAINING MANAGEMENT
26. COST AND MANAGEMENT ACCOUNTING
27. CUSTOMER CARE MANAGEMENT
28. CUSTOMER RELATIONS MANAGEMENT
29. CYBER LAW MANAGEMENT
30. DAIRY MANAGEMENT
31. E-COMMERCE
32. E-BUSINESS
33. ENERGY MANAGEMENT
34. ENTREPRENEURSHIP MANAGEMENT
35. ENVIRONMENTAL STUDIES
36. ENVIRONMENT PROTECTION MANAGEMENT
37. EVENT MANAGEMENT
38. EXPORT MANAGEMENT
39. FASHION MANAGEMENT
40. FINANCE MANAGEMENT
41. FINANCIAL INSTITUTION MANAGEMENT
42. FINANCIAL SERVICES
43. FOOD AND BEVERAGE MANAGEMENT
44. FOOD PROCESSING AND PRESERVATION
45. FOREIGN TRADE MANAGEMENT
46. GENERAL MANAGEMENT
47. HARDWARE MANAGEMENT
48. HEALTH CARE MANAGEMENT SERVICES
49. HEALTH INSURANCE MANAGEMENT
50. HOLISTIC MANAGEMENT
51. HOSPITALITY MANAGEMENT
52. HOTEL MANAGEMENT
53. HUMAN RESOURCE MANAGEMENT
54. INDUSTRIAL WASTE MANAGEMENT
55. INDUSTRIAL MARKETING
56. INFORMATION TECHNOLOGY MANAGEMENT
57. INTELLECTUAL PROPERTY RIGHT
58. INTERIOR DESIGN MANAGEMENT
59. INTERNATIONAL FINANCE MANAGEMENT
60. INTERNATIONAL MANAGEMENT

# SPECIALIZATION

61. INTERNATIONAL TRADE MANAGEMENT
62. INVENTORY MANAGEMENT
63. INVESTMENT ANALYSIS MANAGEMENT
64. LABOUR LAW MANAGEMENT
65. LEADERSHIP MANAGEMENT
66. LIBRARY MANAGEMENT
67. LOGISTICS MANAGEMENT
68. FINANCIAL RISK MANAGEMENT
69. MARKETING MANAGEMENT
70. MASS COMMUNICATION
71. MATERIALS MANAGEMENT
72. MEDIA MANAGEMENT
73. MUTUAL FUNDS MANAGEMENT
74. NETWORK MANAGEMENT
75. OPERATIONS MANAGEMENT
76. PACKAGING MANAGEMENT
77. PERSONNEL MANAGEMENT
78. PETROLEUM MANAGEMENT
79. PIPING DESIGN MANAGEMENT
80. PORTFOLIO MANAGEMENT
81. PROJECT MANAGEMENT
82. PUBLIC ADMINISTRATION
83. PUBLIC RELATIONS MANAGEMENT
84. PURCHASE MANAGEMENT
85. RETAIL MANAGEMENT
86. RISK AND INSURANCE MANAGEMENT
87. RURAL MANAGEMENT
88. SAFETY MANAGEMENT
89. SALES AND DISTRIBUTION MANAGEMENT
90. SALES MANAGEMENT
91. TAKE OVER AND ACQUISITION MANAGEMENT
92. SCHOOL MANAGEMENT
93. SHIPPING MANAGEMENT
94. SOFTWARE MANAGEMENT
95. SOFTWARE PROJECT MANAGEMENT
96. SOLID WASTE MANAGEMENT
97. SPORTS MANAGEMENT
98. STRATEGIC MANAGEMENT
99. SUPPLY CHAIN MANAGEMENT
100. TAX MANAGEMENT
101. TELECOM MANAGEMENT
102. TEXTILE MANAGEMENT
103. TOTAL QUALITY MANAGEMENT
104. TOTAL SAFETY MANAGEMENT
105. TRANSPORT MANAGEMENT
106. TRAVEL AND TOURISM MANAGEMENT
107. TREASURY MANAGEMENT
108. URBAN ENVIRONMENTAL MANAGEMENT
109. WEALTH MANAGEMENT
110. HOSPITAL ADMINISTRATION
111. MEDICAL TOURISM
112. INDUSTRIAL SECURITY AND RISK MANAGEMENT
113. ADVANCED NETWORKING
114. DIRECT MARKETING
115. COUNSELLING AND GUIDANCE
116. DRUG REGULATORY AFFAIRS
117. SOCIAL WELFARE ADMINISTRATION
118. DISASTER MANAGEMENT
119. POPULATION STUDIES
120. CLUB/RESORT MANAGEMENT

## SPECIALIZATION

121. DIGITAL MARKETING

122. NGO MANAGEMENT

123. AVIATION MANAGEMENT

124. FACILITY MANAGEMENT

125. KNOWLEDGE MANAGEMENT

126. BUSINESS CONTINUITY AND CRISIS MANAGEMENT

127. REVENUE MANAGEMENT

128. CREDIT MANAGEMENT

129. PRINTING TECHNOLOGY

130. REAL ESTATE MANAGEMENT

131. HOSPITAL MANAGEMENT

132. BRAND MANAGEMENT

133. INDUSTRIAL RELATION

134. INTERNATIONAL BUSINESS

135. PERFORMANCE MANAGEMENT

136. STRESS MANAGEMENT

137. FOREIGN EXCHANGE MANAGEMENT

138. PRODUCTION MANAGEMENT

## ABOUT US

In order to integrate the personnel strategy with the employer's business, we are devoted to providing qualified, talented, and professional manpower solutions to all sectors. We also provide a variety of training options to our applicants since we think it is important to support their professional development and excellence. With a large pool of applicants ranging from recent graduates to senior jobs, Job Scan can locate, screen, assess, and select prospects who meet the requirements of the hiring manager. Using our high standards for behaviors, and we respect the contributions of each customer and applicant we work with.

## EXAM & DURATIONION

**ONLINE EXAM :**  
2HRS/PAPER

**TOTAL FEES :**  
RS . 60,000\*

**INTERNATIONALS FEES :**  
US \$ : 800\*