

**R.A. Podar Institute of Management  
University of Rajasthan, Jaipur**

Date: September 19, 2020

**NOTICE**

The combination of Specialization (Functional) Elective Papers in the III & IV Semester (Session 2020-21) for MBA & MBA(Services Management) students will be as follows:

**MBA - III & IV Semester**

<b>Marketing Specialization</b>		
Semester- III	MGM A01	Consumer and Organizational Buying Behavior
	MGM A02	Integrated Marketing Communications
	MGM A05	Services Marketing
Semester-IV	MGM A03	Sales and Channel Management
	MGM A04	Supply Chain Management
	MGM A06	Strategic Product and Brand Management
<b>Financial Management</b>		
Semester- III	MGM B01	Strategic Financial Decision
	MGM B02	Security Analysis and Portfolio Management
	MGM B03	Management of Financial Services
Semester-IV	MGM B04	Financial and Commodity Derivatives
	MGM B05	Management of Financial Institutions
	MGM B07	International Financial Management
<b>Human Resource Management</b>		
Semester- III	MGM C01	Employee Relationship Management
	MGM C03	Performance Appraisal and Compensation Management
	MGM C06	Counselling Skills for HR Managers
Semester-IV	MGM C02	Manpower Planning and Management
	MGM C05	Strategic HRM
	MGM C07	International HRM

**MBA (Services Management) III & IV Semester**

<b>Marketing Specialization</b>		
Semester- III	MGS A01	Consumer and Organizational Buying Behavior
	MGS A02	Integrated Marketing Communications
	MGS A05	Services Marketing
Semester-IV	MGS A03	Sales and Channel Management
	MGS A04	Supply Chain Management
	MGS A06	Strategic Product and Brand Management
<b>Financial Management</b>		
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	MGS B02	Security Analysis and Portfolio Management
	MGS B03	Management of Financial Services
Semester-IV	MGS B04	Financial and Commodity Derivatives
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<b>Human Resource Management</b>		
Semester- III	MGS C01	Employee Relationship Management
	MGS C03	Performance Appraisal and Compensation Management
	MGS C06	Counselling Skills for HR Managers
Semester-IV	MGS C02	Manpower Planning and Management
	MGS C05	Strategic HRM
	MGS C07	International HRM

**Note:**

- As per the syllabus a student will have to opt for total 10 functional specialization papers during Semester III and IV.
- For III Semester a student will have to opt for 05 functional specialization papers. Out of these 03 from one functional area and 02 from another. He / She cannot choose from more than two functional areas.
- Students are advised to go through the detailed syllabus and choose elective papers accordingly.

  
**Director**