

**JAGORA UNIVERSITY & UIECC -
GLOBAL EDUCATION INITIATIVE
PROGRAMME INTERNATIONAL
D'EXCELLENCE**

**MASTER - MBA IN HUMAN
RESSOURCES, FINANCE &
MARKETING**

PROGRAM OVERVIEW



The Jagora-KLU-UIECC Master-MBA in Human Resource Management, Finance and Marketing is one of the most sought-after programs that shape professional competence and gives a boost to your potential for your perfect professional growth. One can choose the specialization of Marketing, Human Resources or Finance according to one's aptitude and preference.

WHY SHOULD ONE STUDY MBA FINANCE, HR, OR MARKETING WITH JU-KLU-UIECC?

An MBA in Finance, Human Resources, or Marketing will significantly boost one's career. One can benefit from the live classes on the weekends in addition to the University Grant Commission of India-approved program to continue their education without having to leave their job. One might be able to earn a dual degree if one studies it online or in a hybrid offers through JU-KLU-UIECC continuing Education offering.

Throughout the course of the study, the students will realise multiple community projects that will help develop their employability skills such as:

- ***Problem-Solving and Decision-making Skills***
- ***Task-Related Skills***
- ***Personal Values***
- ***Relations with Other People***
- ***Communication Skills***
- ***Maturity***
- ***Health and Safety Habits***

KEY HIGHLIGHTS:

- UGC Recognized
- Cameroonian Government approved
- Learning Flexibility
- Global Acceptance
- Learner Centric
- Job-Ready
- Specializations

ELIGIBILITY CRITERIA:

Graduates in any discipline are eligible for this course.

PROGRAM DURATION:

MBA in HR, Finance & Marketing is a 2-year program with 4 semesters.

PROGRAM BENEFITS:

- **Multiple Job Opportunities:** Numerous job chances are guaranteed thanks to these specializations.
- **Sharpening of different skills:** Many other abilities, in addition to leadership qualities, are developed during this course.
- **In-Demand Specializations:** The demands of the industry govern our every specialization.
- **Scope for Entrepreneurship:** These specializations provide ample scope to become an entrepreneur.
- **Holistic Understanding of Business:** Inside-out knowledge guarantees that one acquires a thorough understanding of business and facilitates career advancement.

CAREER OPTIONS:

- **Recruiter:** A person with an MBA and a focus on human resources will find it easy to land a job as a recruiter.
- **Financial Analyst:** Financial Analyst is vital for any company or organization making specialization in Finance very lucrative.
- **Investment Banker:** Any financial organization needs an investment banker in a critical position. With large pay checks, they are easily absorbed.
- **Brand Manager:** A specialization in marketing from an MBA degree gives one several opportunities to work as a brand manager.
- **Marketing Research Analyst:** Market Research Analysts is a professional who collects and research conditions in local, regional, national, international, or online markets and uses it to forecast trends to try and predict where the market will go in the future.

COURSE CURRICULUM

SEMESTER WISE COURSES

SEMESTER I

- Quantitative Methods
- POM & Organizational Behavior
- Business Economics
- Financial and Management Accounting
- Marketing Management
- Business Environment (National and International)
- Business Legislation
- Business Communication

SEMESTER II

- Design Thinking and Innovation
- Introduction to Business Analysis & R Programming
- Business research Methodology
- Human Resource Management
- Operations Management
- Informatics Management
- Information Systems & ERP
- Soft Skills for Managers

COURSE CURRICULUM

SEMESTER WISE COURSES

SEMESTER III

- Strategic Management
- Entrepreneurship & Family Business
- ELECTIVE 1
- ELECTIVE 2
- ELECTIVE 3
- ELECTIVE 4
- SECTORAL ELECTIVE 1

SEMESTER IV

- Business Ethics & Corporate Governance
- ELECTIVE 5
- ELECTIVE 6
- ELECTIVE 7
- ELECTIVE 8
- SECTORAL ELECTIVE 2
- Management Research Project

ELECTIVE COURSES

FINANCE

- Wealth Management
- Financial Markets and Services
- Security Analysis and Portfolio Management
- Behavioral Finance
- Indian Financial System
- Managing Personal Finance
- Strategic Financial Management
- Financial Derivatives
- Project Management
- Infrastructure Finance
- International Finance Management
- Financial Statement Analysis
- Personal Taxation

ELECTIVE COURSES

HUMAN RESOURCE

- Talent and Competency Management
- Dynamics of Employee relations
- Performance Management & Rewards Systems
- Labour Legislation
- Performance Management
- Human Resource Management
- International Human Resource Management
- People Analytics
- Organizational Change & Change Management
- Strategic Human Resource Management
- Compensation Management
- Training & Development
- Conflict Management & Negotiation

ELECTIVE COURSES

MARKETING

- Product & Brand Management
- Promotion & Distribution management
- Global Marketing Management
- Advertisement & Sales Promotion
- Consumer Behaviour
- Digital Marketing
- Services Marketing
- Customer Relationship Management
- Rural & Agricultural Marketing
- Event & Entertainment Management
- Sales & Promotion Management
- Logistics & Supply Chain Management