



MBA

Course Modules & Program Study Plan

Semester I			Semester II		
S.No.	Modules	Credits	S.No.	Modules	Credits
1	Marketing Management	5	1	Corporate Finance	5
2	Financial Accounting	5	2	Operation Management	5
3	Business Research Methods	5	3	Leading People & Organization	5
4	Economics for Managers	5	4	Global Business Strategy	5
	Total	20		Total	20

Semester III			Semester IV		
S.No.	Modules	Credits	S.No.	Modules	Credits
1	Corporate Sustainability & Environment Management	5	1	Entrepreneurship & Innovation Management	5
2	Corporate Governance & Ethics	5	2	International Business Management	5
3	Elective 1	5	3	Elective 3	5
4	Elective 2	5	4	Elective 4	5
5	Summer Project	2	5	Internship	2
	Total	22		Total	22

Elective 1	
1	Consumer Behavior
2	Sales and Distribution Management

Elective 2	
1	Human Resource Planning
2	Performance Management

3	Marketing Channels
4	Product and Brand Management
5	Digital Marketing
6	Services Marketing
7	Rural Marketing

3	Compensation Management
4	Sociology & Anthropology Studies
5	HR Processes and Practices
6	Recruitment and Selection
7	Labor Laws
8	Managing Diversity in Organizations
9	Negotiation Techniques
10	Economics of HRM
11	Conflict Management

	Elective 3
1	Financial Modelling
2	Security Analysis and Portfolio
3	Management
4	Fixed Income Securities
5	Banking and Insurance
6	Financial Services
7	Financial Analytics
8	Financial Statement Analysis
9	Corporate Valuation

	Elective 4
1	E-Commerce
2	R Programming
3	Python Programming
4	Introduction to Fintech
5	Technology Forecasting & Assessment
6	Block Chain

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