



*School of Professional Studies*

**Netaji Subhas Open University**

(Established by WB Act (XIX) of 1997, Recognized by UGC)

Accredited by NAAC with Grade-A

DD-26, Sector-I, Salt lake, Kolkata-700064, INDIA ([www.wbnsou.ac.in](http://www.wbnsou.ac.in))

No. SPS/ MBA/ 455

Date: 04.09.2025

## **NOTICE**

### **PG-Master of Business Administration (MBA)**

#### **Subject: Selection of Specialization for the MBA Program (Session- January 2024)**

This is to inform all students of the MBA 2nd semester (Session January 2024) that the time has come to formally select your specialization for the upcoming third and fourth semesters.

In the second year of the MBA program, you will undertake specialized elective courses to deepen your expertise in a chosen domain. This decision is crucial for your career path and should be made after careful consideration of your academic interests and career goals.

#### **Instructions for Specialization Selection:**

1. **Specialization Mode:** A student can opt for either a single specialization or a dual specialization for their ongoing MBA Program. For single specialization, a student must choose 6 (six) elective courses from any one of the three specializations offered and 4 (four) elective courses from any of the remaining two. For the dual specialisation, however, a student must choose 5 (five) elective courses from any two of the three specializations offered.

2. **Form Availability:** The specialization selection form is available for download on the University's website.

3. **Deadline for Submission:** The last date for submitting the completed form to the Department Office is 25.09.2025.

4. **Submission Process:** Students must send a scanned copy of the form, duly filled and signed, to the following email IDs:

[anirban1972@gmail.com](mailto:anirban1972@gmail.com), [anuece.das@gmail.com](mailto:anuece.das@gmail.com), [rituparnaacharya@rediffmail.com](mailto:rituparnaacharya@rediffmail.com)

#### **5. Important Note:**

- A minimum number of students may be required for a particular elective paper to be offered. If the turnout is low for any elective paper, then students may be asked to select another elective paper.
- Once submitted, the specialization choice is final and cannot be changed later. In this regard, students are required to give an undertaking.

#### **Available Specializations:**

- **Financial Management (FM)**
  1. Security analysis and portfolio Management (EPFM-01)
  2. Working Capital Management (EPFM-02)
  3. Management of Financial Services (EPFM-03)
  4. Management Control System (EPFM-04)
  5. International Financial Management (EPFM-05)
  6. Taxation in Business (EPFM-06)

- **Marketing Management (MM)**

1. Sales, Distribution and Advertising Management (EPMM-01)
2. Consumer Behaviour and Customer Relationship Management (EPMM-02)
3. International Marketing (EPMM-03)
4. Product Management (EPMM-04)
5. Marketing Research (EPMM - 05)
6. Marketing of Services (EPMM-06)

- **Human Resource Management (HRM)**

1. HRM- Policy and Strategy (EPHRM-01)
2. Industrial Psychology and Organizational Dynamics (EPHRM-02)
3. Human Resources – Planning and Utilizations (EPHRM-03)
4. Cross-Cultural and Global HRM (EPHRM-04)
5. Management and Industrial Relations (EPHRM-05)
6. Human Resource Accounting and Compensation Management (EPHRM 06)

The students are also advised to visit the University's website ([www.wbnsou.ac.in](http://www.wbnsou.ac.in)) for further updates on this.

**Sd/-**

(Mr. Anupam Das)

Assistant Professor of Management

School of Professional Studies

**Sd/-**

(Prof. Anirban Ghosh)

Director (i/c), School of Professional Studies

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