



SCHOOL OF COMMERCE AND MANAGEMENT

Department of Management

NOTICE

Ref No: AJU/SCoM/DoM/MBA/2025/012

Date: 22/07/2025

This is to inform all students of MBA Batch 2024–2026 that, as part of the Semester III curriculum and in line with the objective of promoting blended learning and exposure to diverse academic resources, the following courses are to be partly completed via Coursera:

1. Integrated Marketing Communication (Compulsory elective for all students – Finance and HR)

Course 1: <https://www.coursera.org/learn/marketingplan?specialization=marketing-strategy>

Course 2: www.coursera.org/learn/integrated-marketing-communications?specialization=marketing-mix

Course 3: [https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-](https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/integrated-marketing-communications?source=search&collectionId=skill~integrated-)

[984mg/learn/integrated-marketing-communications?source=search&collectionId=skill~integrated-marketing-communications](https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/integrated-marketing-communications?source=search&collectionId=skill~integrated-marketing-communications)

2. Investment Analysis & Portfolio Management (Finance specialization)

Coursera Link: <https://www.coursera.org/learn/portfolio-selection-risk-management>

3. Managing Diversity at Workplace (HR specialization)

Course 1: <https://www.coursera.org/learn/understanding-diversity-and-inclusion>

Course 2: <https://www.coursera.org/learn/diversity-inclusion-workplace>

Course 3: <https://www.coursera.org/learn/diversity-and-inclusion-developing-a-strategy>

Students are required to enrol in the respective Coursera courses and complete the designated modules as directed. Submission of completion certificates will be mandatory and will be monitored by the concerned course instructors.

For any queries, students may contact their respective course instructors.

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