



**Centre for Advanced Studies in Social Science and Management (CASSM)  
CU Chandigarh Campus, Sector-38 A**

**Exploring Specialisations: Mapping Your MBA Path (2<sup>nd</sup> – 7<sup>th</sup> June 2025)**

This course helps first-semester MBA students make informed specialization choices by aligning personal strengths with career goals. It begins with aptitude and personality assessments, guiding students to understand their capabilities and aspirations. Core specializations—Marketing, Finance, HR, Operations, Analytics, and Entrepreneurship—are explored through case studies, industry talks, and alumni insights. Emerging fields like sustainability and digital business are also introduced. The course concludes with a decision-making workshop, where students create a Specialization Decision Portfolio. By combining self-discovery with market trends, the course empowers students to confidently chart an academic and career path suited to their potential and interests.

Course Code	Course Name	L	T	P	S	C	CH	Course Type
	Exploring Specialisations: Mapping Your MBA Path	6	0	3	6	1	15	Professional Course
Pre-requisite	None							

**DAY-WISE SCHEDULE**

Days	Topic to be Covered	Duration
Day 1	Introduction to MBA Specializations	2 Hours
Day 2	Self-Discovery: Know Your Aptitude and Interest	2 Hours
Day 3	Deep Dive into Core Specializations	2 Hours
Day 4	Sectoral and Emerging Specializations	2 Hours
Day 5	Career Pathways and Industry Trends	2 Hours
Day 6	Decision-Making Workshop	2 Hours

**\*3 hours of practical's**

At the end of the course, each student will have a Specialization Decision Portfolio, including:

- Aptitude mapping report
- Specialization SWOT matrix
- Personal statement of intent
- Industry-aligned learning

**PROGRAM COORDINATOR**

Name of the Mentor	Contact Number	Email Id	Teaching Experience (in Yrs.)
Prof. Meenakshi Malhotra	9888081002	meenakshi.t1890@cumail.in	40 + Years