

Join the league of professionals extraordinaire

Programme Structure

Total Credits - 102

SEMESTER	SUBJECT	SUBJECT CREDIT
1 st	Business Communication	4 Credits
	Financial Accounting	4 Credits
	Micro Economics & Macro Economics	4 Credits
	Organizational Behavior	4 Credits
	Marketing Management	4 Credits
	Quantitative Methods – I	4 Credits
2 nd	Cost & Management Accounting	4 Credits
	Human Resource Management	4 Credits
	Strategic Management	4 Credits
	Business Analytics	4 Credits
	Legal Aspect of Business	4 Credits
	Operations Management	4 Credits
3 rd	Corporate Finance	4 Credits
	Research Methodology	4 Credits
	Elective 1	4 Credits
	Elective 2	4 Credits
	Elective 3	4 Credits
	Elective 4	4 Credits
4 th	Indian Ethos & Ethics	4 Credits
	Corporate Sustainability	4 Credits
	International Business	4 Credits
	Project	6 Credits
	Elective 5	4 Credits
	Elective 6	4 Credits
	Elective 7	4 Credits

The electives in each of the specialisation is as follows :

SPECIALISATIONS	
Business Management	<ol style="list-style-type: none"> 1) Information Systems for Management 2) Consumer Behaviour 3) Organisational Theory, Structure and Design 4) Supply Chain Management 5) Digital Marketing 6) Entrepreneurship and Venture Capital Management 7) Project Management
Business Analytics	<ol style="list-style-type: none"> 1) Data Analytics for Business 2) Machine Learning for Managers 3) Business Process Modelling and Management 4) Visual Analytics 5) Operational and Supply Chain Analytics 6) Digital Leadership in the Age of Industry 5.0 7) Consumer Data Analytics
IT Management	<ol style="list-style-type: none"> 1) Cybersecurity 2) Data Privacy, Security & Governance 3) Technology Risk & Compliance Management 4) Applying Agile Concepts in Program Management 5) Digital Product Design and Development 6) Business Process Transformation 7) AI Concepts and Applications in Business
Finance	<ol style="list-style-type: none"> 1) Capital Market and Portfolio Management 2) Business Valuation 3) Financial Derivatives 4) Strategic Cost Management 5) Corporate Tax Planning 6) Investment Banking 7) International Finance
Marketing	<ol style="list-style-type: none"> 1) Brand Management 2) Consumer Behaviour 3) Integrated Marketing Communications 4) Sales Management 5) International Marketing 6) Services Marketing 7) Digital Marketing
Operations & Data Sciences	<ol style="list-style-type: none"> 1) Operation Analytics 2) Project Management 3) Total Quality Management 4) Supply Chain Management 5) EDA & Data Visualisation 6) Strategic sourcing and E-procurement 7) Strategic Applications of IoT and Big Data
Human Resources	<ol style="list-style-type: none"> 1) Compensation & Benefits 2) Industrial Relations & Labour Laws 3) Manpower Planning, Recruitment and Selection 4) Organizational Development & Change 5) Performance Management System 6) Learning & Development 7) Emotional Intelligence