



## Course Structure

### First Year Semester I

Code	Subject
1.1	Management Principles & Practices
1.2	Accounting for Managers
1.3	Micro Economics
1.4	Production Management
1.5	Organizational Behavior
1.6	Fundamentals of Quantitative Techniques for Management
1.7	Introduction to Information Technology
1.8	Corporate Communication Skills
1.9	Basics of Marketing
1.10	Total Quality Management
1.11	Selling & Negotiation Skills

### First Year Semester II

Code	Subject
2.1	A) Legal aspects of Business B) Taxation Direct & Indirect
2.2	Cost & Management Accounting
2.3	Economic Analysis for Business
2.4	Operations Research
2.5	Human Resources Management
2.6	Research Methodolgy
2.7	IT application in Business
2.8	Financial Management
2.9	Advanced Marketing Management
2.10	Corporate Grooming
2.11	Workshop

### Second Year Semester III

Code	Subject
	<b>Core Subjects</b>
3.0.1	International Business
3.0.2	Strategic Management
3.0.3	Summer Internship Project & Viva
	<b>Marketing Specialisation</b>
3.1.1	Marketing Strategy
3.1.2	Integrated Market Communication
3.1.3	a) Consumer Buying Behaviour b) Market Research Applications
3.1.4	a) Sales Management & Sales Promotion b) Distribution & Supply Chain Management

### Second Year Semester III

Code	Subject
3.1.5	a) Product & Brand Management b) Marketing Finance
3.1.6	Research Paper
	<b>Finance Specialiation</b>
3.2.1	International Finance
3.2.2	Merchant Banking & Financial Services & Markets
3.2.3	A) Banking B) Insurance
3.2.4	Analysis of Financial Statements
3.2.5	Corporate Tax Planning
3.2.6	Research Paper

### Second Year Semester III

Code	Subject
	<b>Human Resource Specialisation</b>
3.3.1	Compensation Management
3.3.2	a) Manpower Planning & Counselling b) Strategic HRM

### Second Year Semester III

Code	Subject
3.3.3	Labour Laws
3.3.4	Training & Development
3.3.5	Organisational Theories & Structure Designs
3.3.6	Research Paper

### Second Year Semester IV

Code	Subject
	<b>Core Subjects</b>
4.0.1	Management Control System
4.0.2	Corporate Governance & Accountability
4.0.3	Specialisation Project & Viva
	<b>Marketing Specialisation</b>
4.1.1	International Marketing
4.1.2	Retail Management
4.1.3	B2B Marketing & CRM
4.1.4	Services & Social Marketing
	<b>Finance Specialisation</b>
4.2.1	Advanced Financial Management
4.2.2	Derivatives & Risk Management
4.2.3	Security Analysis & Portfolio Management
4.2.4	Strategic Cost Management

### Second Year Semester IV

Code	Subject
	<b>Human Resource Specialisation</b>
4.3.1	Industrial Relations
4.3.2	Performance Management System
4.3.3	Leadership & Conflict Management
4.3.4	A) Stress Management B) Psychometric Test