

SUBJECT ALLOCATION			
SUBJECT NAME	Subject Domain	Core / Elective	Credits
TRIMESTER I June - Sept			
Microeconomics	Fin/Eco	Core	3
Financial Accounting	Fin/Eco	Core	3
Individual Dynamics and Leadership	HR	Core	3
Business Communication	GM	Core	2
Business Ethics	GM	Core	3
Business Statistics	Oper & Sys	Core	3
Management Information System	Oper & Sys	Core	3
TRIMESTER II Sept - Dec			
Macroeconomics	Fin/Eco	Core	2
Group and Organization Dynamics	HR	Core	3
Marketing Management – I	Mark	Core	3
Financial Management - I	Fin/Eco	Core	3
Operations Management - I	Oper & Sys	Core	3
Cost and Management Accounting	Fin/Eco	Core	3
Operations Research	Oper & Sys	Core	3
TRIMESTER III Jan - Mar			
Marketing Management – II	Mark	Core	3
Financial Management -II	Fin/Eco	Core	3
Human Resource Management	HR	Core	3
Operations Management - II	Oper & Sys	Core	3
Business Research Methods	Oper & Sys	Core	3
Legal Environment of Business	Fin/Eco	Core	2
Introduction to Business Analytics	BA	Core	2

TRIMESTER IV June - Sept			
Global Business Environment	Fin/Eco	Core	2
MARKETING ELECTIVES;			
Services Marketing	Mark	Elective	3
Brand Management	Mark	Elective	3
Rural Marketing	Mark	Elective	3
Advanced Marketing Research	Mark	Elective	3
Digital Marketing	Mark	Elective	3
FINANCE ELECTIVES;			
Financial and Capital Market Services	Fin/Eco	Elective	3
Commercial Banking and Finance	Fin/Eco	Elective	3
Financial Modelling using Spread sheet	Fin/Eco	Elective	3
BUSINESS ANALYTICS ELECTIVES			
Business Modelling using R (BMR)	BA	Elective	3
Applied Business Analytics	BA	Elective	3
OPERATIONS & SYSTEMS ELECTIVES;			
Technology Innovation and Future of Work	Oper & Sys	Elective	3
Service Operations Management	Oper & Sys	Elective	3
Quality Management	Oper & Sys	Elective	3
E- Commerce	Oper & Sys	Elective	3
HR ELECTIVES;			
Organisational Development and Change Management	HR	Elective	3
Performance Management	HR	Elective	3
GENERAL MANAGEMENT ELECTIVE;			
Entrepreneurship and Family Business Management	GM	Elective	3
India in the Globalized world (designed for International students)	GM	Elective	2
TRIMESTER V Sept - Dec			

Strategic Management	GM	Core	3
MARKETING ELECTIVES;			
Marketing Analytics	Mark	Elective	3
International Marketing	Mark	Elective	3
Consumer Behaviour	Mark	Elective	3
Sales and Distributions Management	Mark	Elective	3
FINANCE ELECTIVES;			
Security Analysis and Portfolio Management	Fin/Eco	Elective	3
Microfinance	Fin/Eco	Elective	3
Portfolio Modelling Using Spread Sheet	Fin/Eco	Elective	3
BUSINESS ANALYTICS ELECTIVES			
Introduction to Programming: Python *	BA	Elective	3
Introduction to Visualization : Tableau	BA	Elective	3
OPERATIONS & SYSTEMS ELECTIVES;			
Project Management	Oper & Sys	Elective	3
Supply Chain Management	Oper & Sys	Elective	3
HR ELECTIVES;			
Human Resource Development	HR	Elective	3
Reward Management	HR	Elective	3
GENERAL MANAGEMENT ELECTIVE;			
India in the Globalized world (designed for International students)	GM	Elective	2
TRIMESTER VI Jan - Mar			
Sustainable Development and Corporate Sustainability	GM	Core	3
MARKETING ELECTIVES;			
Retail Management	Mark	Elective	3
B2B Marketing	Mark	Elective	3
Design Thinking	Mark	Elective	3

Integrated Marketing Communications	Mark	Elective	3
FINANCE ELECTIVES;			
Financial Derivatives and Risk Management	Fin/Eco	Elective	3
Strategic Financial Management	Fin/Eco	Elective	3
International Finance	Fin/Eco	Elective	3
BUSINESS ANALYTICS ELECTIVES			
Social and Web Analytics	BA	Elective	3
Advanced Business Analytics *	BA	Elective	3
OPERATIONS & SYSTEMS ELECTIVES;			
Game Theory for Managers	Oper & Sys	Elective	3
Revenue Management	Oper & Sys	Elective	3
Strategic Operations Management	Oper & Sys	Elective	3
Emerging Trends of IT in Business	Oper & Sys	Elective	3
HR ELECTIVES;			
Competency Based HRM	HR	Elective	3
Strategic HRM	HR	Elective	3
Global HRM	HR	Elective	3
GENERAL MANAGEMENT ELECTIVE;			
Managing Businesses in Emerging Markets	GM	Elective	3
India in the Globalized world (designed for International students)	GM	Elective	2

***There is Extra Cost for this subject as it is offered directly by KPMG**