

# **PROFESSIONAL CORE & EMPLOYABILITY ENHANCEMENT COURSES**

| <b>SEMESTER - I</b>                                     | <b>SEMESTER - II</b>                                     |
|---|--|
| <b>Statistics for Management</b>                        | <b>Quantitative Techniques for Decision Making</b>       |
| <b>Management Concepts and Organizational Behaviour</b> | <b>Financial Management</b>                              |
| <b>Managerial Economics</b>                             | <b>Human Resource Management</b>                         |
| <b>Accounting for Decision Making</b>                   | <b>Operations Management</b>                             |
| <b>Legal Aspects of Business</b>                        | <b>Business Research Methods</b>                         |
| <b>Information Management</b>                           | <b>Business Analytics</b>                                |
| <b>Marketing Management</b>                             | <b>Non-Functional Elective</b>                           |
| <b>Indian Ethos and Business ethics (Seminar)</b>       | <b>Data Analysis and Business Modelling (Laboratory)</b> |
| <b>Business Communications (Laboratory)</b>             | <b>Rural Community Engagement</b>                        |

# NON-FUNCTIONAL ELECTIVES



- Entrepreneurship Development
- Corporate Governance
- Event Management
- Micro and Small Business
- Fuzzy logic for Management decision making
- Intellectual Property Rights
- Sustainable Management



# FUNCTIONAL ELECTIVES

## FINANCE



- Investment Analysis and Portfolio Management
- Financial Markets
- Banking Management and Financial Services
- Financial Derivatives
- Financial Modelling
- International Finance
- Behavioural Finance
- Business Analysis and Valuation
- Financial Risk Management and Insurance
- Project Appraisal and Finance
- Venture Capital and Private Equity

# HUMAN RESOURCE MANAGEMENT



- Strategic Human Resource Management
- Industrial Relations and Labour Legislations
- Social Psychology
- Organizational, Design, Change and Development
- Negotiation and Conflict Management
- Reward and Compensation management
- International Human Resource Management
- Human Resource Analytics
- Training and Development
- Learning and Development
- People Analytics
- Performance Management
- Talent Acquisition and Management



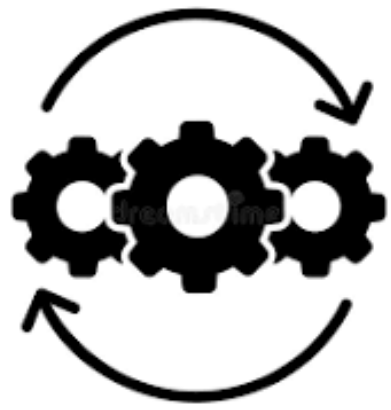
# MARKETING



- Retail Marketing
- Consumer Behaviour
- Integrated Marketing Communication
- Services Marketing
- Sales and Distribution Management
- Product and Brand Management
- Digital Marketing
- Marketing Analytics
- Marketing Logistics
- Inbound Marketing
- Customer Relationship Management



# OPERATIONS



- Supply Chain Management
- Quality Management
- Materials Management
- Services Operations Management
- Supply Chain Analytics
- Project Management
- Logistics Management
- Design Thinking
- New Product Development
- Total Productive Maintenance and Lean Management



# BUSINESS ANALYTICS



- Deep Learning and Artificial Intelligence
- Social Media Web Analytics
- Big Data Analytics
- Data Mining for Business Intelligence
- R Programming
- Python Programming
- Artificial Intelligence for Business
- Machine Learning for Business
- Data Visualization
- Technology Management

