

## **COURSE CATALOG:**

### **A. CORE SUBJECTS**

1. Principles of Management
2. Organizational Behaviour
3. Accounting for Managers
4. Managerial economics
5. Statistics for Managers
6. Business Communication
7. Human Resource Management
8. Financial Management
9. Marketing management
10. Production & Operation Management
11. Operations research
12. IT Skills for Managers
13. Business Ethics & CSR
14. Managing Start-Ups
15. International Business
16. Business Law
17. Research Methodology
18. Enterprise Resource Planning
19. Strategic Management
20. Total Quality Management
21. Project Management
22. Business Analytics
23. Supply Chain Management
24. Corporate Governance and Business Ethics

### **B. LIST OF SPECIALISATIONS (ELECTIVES) & THEIR SUBJECTS**

#### **I. BUSINESS ANALYTICS**

1. Descriptive Analytics 1
2. Descriptive Analytics 2
3. Predictive Analytics 1
4. Predictive Analytics 2
5. Big Data Analytics 1
6. Big Data Analytics 2
7. Applied Statistics
8. Business Intelligence & Analytics
9. Data Visualization
10. Social and Web Analytics
11. Application of 'R' Statistics in BA
12. Business Analysis Project

#### **II. CAPITAL MARKETS AND FINANCIAL SERVICES**

1. Securities Markets Foundation
2. Merchant Banking
3. Securities Operations and Risk Management
4. Common Derivatives
5. Mutual Fund Foundation
6. Equity Sales
7. Quantitative Methods for Finance

8. Hedge Funds and Alternative Investments
9. Financial Modeling
10. Financial Services
11. Fixed Income Securities
12. Foreign Exchange Markets

### **III. ENTREPRENEURSHIP AND STRATEGY**

1. All about Entrepreneurship
2. Information on the Support System
3. Business Opportunity Identification
4. Market Assessment
5. Entrepreneurial Motivation
6. Business Plan Preparation
7. Small Business Management-1
8. Small Business Management-2
9. Small Business Management-3
10. Statutory Requirements
11. Current Business Aspects
12. Dissertation and Project Study

### **IV. MARKETING**

1. Consumer Behaviour
2. Service Marketing
3. Sales & Distribution Management
4. B2B Marketing
5. Advertising and Sales Promotion
6. New Product Strategy
7. Strategic Brand Management
8. International Marketing
9. Retail Marketing
10. Rural Marketing
11. Digital Marketing
12. Customer Relationship Management

### **V. FINANCE**

1. Advanced Financial Management
2. Regulatory Framework of Indian BFSI
3. Cost and Management Accounting
4. Corporate restructuring
5. Fixed Income Securities
6. Financial Modelling
7. Equity Research
8. Financial Derivatives
9. International Financial Management
10. Tax Management
11. Investment Management
12. Behavioural Finance

## **VI. HUMAN RESOURCE**

1. Recruitment & Selection
2. Performance Management System
3. Competence Mapping
4. Compensation management
5. Talent Management
6. Training and Development
7. Labour law
8. Organizational Development & Changes
9. International HRM
10. Strategic HRM
11. Succession Planning
12. HR Information System