

Programme Structure

Total Credits - 144

Semester	Subject	Subject Credits
1	Principesl of Management	4
	Business Communication	4
	Fianancial Accounting	4
	Micro Economics	4
	Organization Behaviour & HRM	4
	Essentials of IT	4
2	Cost & Management Accounting	4
	Principle of Marketing	4
	Operations Research	4
	Macro Economics	4
	Business Statistics for Decision Making	4
	Introduction to Analytics	4
3	Business & Allied Law	4
	Digital Marketing	4
	Financial Management	4
	Consumer Behaviour	4
	Internation Business & Import Export Management	4
	Sales Management	4
4	Semester 4 Marketing and Finance Management Specialization	
	Production & Toatal quality Management	4
	Research Methodology	4
	Performance Management System	4
	Environment & Disaster Mangement	4
	Retail Management	4
	Fundamental of Taxation	4
4	Semester 4 Business Analytics Specialization	
	Production & Toatal quality Management	4
	Research Methodology	4
	Introduction Python	4
	Machine Learning - 1	4
	Data Visiolization with Tableau	4
	Multivariate Techniques	4
5	Semester 5 Marketing Specialization	
	Ennterpreneurship Management	4
	Project	4
	Customer Relationaship Management	4
	Rural Management	4
	Strategic Brand Management	4
Financial Statement Analysis	4	
5	Semester 5 Finance Specialization	
	Ennterpreneurship Management	4
	Project	4
	Customer Relationaship Management	4
	Fianancial Institutions & Markets	4
	Corporate Fianance	4
Fianancial Statemenet Analysis	4	
5	Semester 5 Business Analytics Specialization	
Ennterpreneurship Management	4	

5	Project	4
	Customer Relationship Management	4
	Analytics in Business Domain	4
	Data Management	4
	Machine Learning - 2	4

Semester 6 Marketing Specialization		
6	Business Ethics & Corporate Governance	4
	Strategic Management	4
	Operations and Supply Chain Management	4
	Project Management	4
	Integrated Marketing Communications	4
	International Marketing	4

Semester 6 Finance Specialization		
6	Business Ethics & Corporate Governance	4
	Strategic Management	4
	Operations and Supply Chain Management	4
	Project Management	4
	Investment Analysis & Portfolio Management	4
	Financial Modeling	4

Semester 6 Business Analytics Specialization		
6	Business Ethics & Corporate Governance	4
	Strategic Management	4
	Operations and Supply Chain Management	4
	Project Management	4
	Introduction to Big Data Technologies	4
	Time Series Forecasting	4