

**Annexure I – LIST OF COURSES
OFFERED IN EACH SEMESTER**

SEMESTER I							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Mandatory	101	GC – 01	Managerial Accounting	3	50	50	100
Mandatory	102	GC – 02	Organizational Behaviour	3	50	50	100
Mandatory	103	GC – 03	Economic Analysis for Business Decisions	3	50	50	100
Mandatory	104	GC – 04	Basics of Marketing	3	50	50	100
Mandatory	105	GC – 05	Business Analytics	3	50	50	100
Mandatory	106	GC – 06	Decision Science	3	50	50	100
Mandatory	107	GC – 07	Management Fundamentals	2	0	50	50
Mandatory	108	GC – 08	Indian Knowledge Systems	2	0	50	50
CORE TOTAL			8	22	300	400	700
Semester I Generic Electives - Any 2 Courses to be Opted from the following list							
Elective	109	GE 01	Business Communication-I	2	50	0	50
Elective	110	GE 02	Technology Tools in Business Management -I	2	50	0	50
Elective	111	GE 03	Environmental, Social, and Governance (ESG)	2	50	0	50
Elective	112	GE 04	Demand Analysis & Forecasting	2	50	0	50
Elective	113	GE 05	Geopolitics & World Economic Systems	2	50	0	50
Elective	114	GE 06	Contemporary Frameworks in Management	2	50	0	50
Elective	115	GE 07	Essentials of Psychology for Managers	2	50	0	50
ELECTIVE TOTAL			2	4	100	0	100
SEMESTER TOTAL			10	26	400	400	800

SEMESTER II							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Mandatory	201	GC – 09	Marketing Management	3	50	50	100
Mandatory	202	GC – 10	Financial Management	3	50	50	100
Mandatory	203	GC – 11	Human Resources Management	3	50	50	100
Mandatory	204	GC – 12	Operations & Supply Chain Management	3	50	50	100
Mandatory	205	GC - 13	Legal Aspects of Business	2	0	50	50
CORE TOTAL			5	14	200	250	450
Mandatory	206	RM - 01	BRM	2	-	50	50
Mandatory	207	RM - 02	Desk Research	2	50	0	50
Mandatory	208	RM - 03	Field Project	4	50	100	150
RESEARCH TOTAL			3	8	100	150	250
Semester II Generic Electives - Any 2 Courses to be Opted from the respective elective list							
Elective	209	GE 08	Business Communication-II	2	50	0	50
Elective	210	GE 09	Technology Tools in Business Management -II	2	50	0	50
Elective	211	GE 10	Sustainable Development Goals	2	50	0	50
Elective	212	GE 11	Selling & Negotiation Skills Lab	2	50	0	50
Elective	213	GE 12	Indian Economy	2	50	0	50
Elective	214	GE 13	International Business Environment	2	50	0	50
Elective	215	GE 14	Business Ethics	2	50	0	50
ELECTIVE TOTAL			2	4	100	0	100
SEMESTER TOTAL			10	26	400	400	800

SEMESTER III							
	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Mandatory	301	GC – 14	Strategic Management	3	50	50	100
Mandatory	302	SC - 01		3	50	50	100
	CORE TOTAL		2	6	100	100	200
Mandatory	303	OJT (SC)	On the Job Training	8	100	100	200
	SIP TOTAL		1	8	100	100	200
Semester III Specialization Electives - Any 4 Courses to be Opted from the respective elective list							
Elective	304	SE 01		3	50	50	100
Elective	305	SE 02		3	50	50	100
Elective	306	SE 03		3	50	50	100
Elective	307	SE 04		3	50	50	100
Elective	308	SE 05		3	50	50	100
Elective	309	SE 06		3	50	50	100
Elective	310	SE 07		3	50	50	100
Elective	311	SE 08		3	50	50	100
	ELECTIVE TOTAL		4	12	200	200	400
	SEMESTER TOTAL		7	26	400	400	800
SEMESTER IV							
	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Mandatory	401	GC – 15	Entrepreneurship, Innovation and Design Thinking	3	50	50	100
Mandatory	402	GC - 16	Enterprise Performance Management	2	0	50	50
Mandatory	403	SC - 02		3	50	50	100
	CORE TOTAL		3	8	100	150	250
Mandatory	404	RP	Research Project	6	100	50	150
	RESEARCH PROJECT TOTAL		1	6	100	50	150
Semester IV Specialization Electives - Any 4 Courses to be Opted from the following list							
Elective	405	SE 09		3	50	50	100
Elective	406	SE 10		3	50	50	100
Elective	407	SE 11		3	50	50	100
Elective	408	SE 12		3	50	50	100
Elective	409	SE 13		3	50	50	100
Elective	410	SE 14		3	50	50	100
Elective	411	SE 15		3	50	50	100
Elective	412	SE 16		3	50	50	100
	ELECTIVE TOTAL		4	12	200	200	400
	SEMESTER TOTAL		8	26	400	400	800
	PROGRAMME TOTAL		35	104	1600	1600	3200

MARKETING MANAGEMENT							
Specialization Core Courses							
Sem Code	Course Code	Course	Semester	Credits	FA	SA	Total Marks
302	SC MKT- 01	Services Marketing	III	3	50	50	100
403	SC MKT- 02	Marketing Strategy	IV	3	50	50	100
				6	100	100	200
Specialization Elective Courses - Semester III (Any 4 to be opted for)							
304	SE MKT- 01	Consumer Behaviour	III	3	50	50	100
305	SE MKT- 02	Product & Brand Management	III	3	50	50	100
306	SE MKT- 03	Sales & Distribution Management	III	3	50	50	100
307	SE MKT- 04	Digital Marketing-I	III	3	50	50	100
308	SE MKT- 05	International Marketing	III	3	50	50	100
309	SE MKT- 06	Business to Business Marketing	III	3	50	50	100
310	SE MKT- 07	Marketing Analytics	III	3	50	50	100
311	SE MKT- 08	Marketing 5.0	III	3	50	50	100
				12	200	200	400
Specialization Elective Courses - Semester IV (Any 4 to be opted for)							
405	SE MKT- 09	Integrated Marketing Communication	IV	3	50	50	100
406	SE MKT- 10	Rural & Agriculture Marketing	IV	3	50	50	100
407	SE MKT- 11	Tourism & Hospitality Marketing	IV	3	50	50	100
408	SE MKT- 12	Digital Marketing-II	IV	3	50	50	100
409	SE MKT- 13	Retail Marketing	IV	3	50	50	100
410	SE MKT- 14	Marketing of Financial Services	IV	3	50	50	100
411	SE MKT- 15	Recent trends in Marketing	IV	3	50	50	100
412	SE MKT- 16	Marketing 6.0	IV	3	50	50	100
				12	200	200	400
				30	500	500	1000

FINANCIAL MANAGEMENT							
Specialization Core Courses							
Sem Code	Course Code	Course	Semester	Credits	FA	SA	Total Marks
302	SC FIN- 01	Advanced Financial Management	III	3	50	50	100
403	SC FIN - 02	Financial Markets and Banking Operations	IV	3	50	50	100
				6	100	100	200
Specialization Elective Courses - Semester III (Any 4 to be opted for)							
304	SE FIN - 01	Financial Statement & Analysis	III	3	50	50	100
305	SE FIN - 02	Personal Financial Planning	III	3	50	50	100
306	SE FIN - 03	Security Analysis and Portfolio Management	III	3	50	50	100
307	SE FIN - 04	Fundamentals of Life Insurance - Products and Underwriting	III	3	50	50	100
308	SE FIN - 05	Digital Banking	III	3	50	50	100
309	SE FIN - 06	Direct Taxation	III	3	50	50	100
310	SE FIN - 07	Financial Reporting	III	3	50	50	100
311	SE FIN - 08	International Finance	III	3	50	50	100
				12	200	200	400
Specialization Elective Courses - Semester IV (Any 4 to be opted for)							
405	SE FIN - 09	Corporate Financial Restructuring	IV	3	50	50	100
406	SE FIN - 10	Business Valuation	IV	3	50	50	100
407	SE FIN - 11	Technical Analysis of Financial Markets	IV	3	50	50	100
408	SE FIN - 12	Risk Management	IV	3	50	50	100
409	SE FIN - 13	Rural and Micro Finance	IV	3	50	50	100
410	SE FIN - 14	Indirect Taxation	IV	3	50	50	100
411	SE FIN - 15	Corporate Financial Restructuring	IV	3	50	50	100
412	SE FIN - 16	Commodities Market	IV	3	50	50	100
				12	200	200	400
				30	500	500	1000

HUMAN RESOURCE MANAGEMENT							
Specialization Core Courses							
Sem Code	Course Code	Course	Semester	Credits	FA	SA	Total Marks
302	SC HRM- 01	Strategic Human Resource Management	III	3	50	50	100
403	SC HRM - 02	Employee Relations & Labour Legislation	IV	3	50	50	100
				6	100	100	200
Specialization Elective Courses - Semester III (Any 4 to be opted for)							
304	SE HRM - 01	Competency Based HRM	III	3	50	50	100
305	SE HRM - 02	Conflict management and Negotiation Skills	III	3	50	50	100
306	SE HRM - 03	HR Analytics	III	3	50	50	100
307	SE HRM - 04	Diversity & Inclusion	III	3	50	50	100
308	SE HRM - 05	HR Perspective in Merger & Acquisition	III	3	50	50	100
309	SE HRM - 06	Labour Economics & Costing	III	3	50	50	100
310	SE HRM - 07	Organization Diagnosis and Development	III	3	50	50	100
311	SE HRM - 08	HR Operations	III	3	50	50	100
				12	200	200	400
Specialization Elective Courses - Semester IV (Any 4 to be opted for)							
405	SE HRM - 09	Compensation & Reward Management	IV	3	50	50	100
406	SE HRM - 10	Employee Engagement	IV	3	50	50	100
407	SE HRM - 11	Designing HR Policies	IV	3	50	50	100
408	SE HRM - 12	Performance Management System	IV	3	50	50	100
409	SE HRM - 13	Change Management & New Technologies in HRM	IV	3	50	50	100
410	SE HRM - 14	Global HR Practices	IV	3	50	50	100
411	SE HRM - 15	Mentoring & Coaching	IV	3	50	50	100
412	SE HRM - 16	Labour Welfare	IV	3	50	50	100
				12	200	200	400
				30	500	500	1000

OPERATIONS & SUPPLY CHAIN MANAGEMENT							
Specialization Core Courses							
Sem Code	Course Code	Course	Semester	Credits	FA	SA	Total Marks
302	SC OSCM- 01	Services Operations Management	III	3	50	50	100
403	SC OSCM- 02	Supply Chain Management	IV	3	50	50	100
				6	100	100	200
Specialization Elective Courses - Semester III (Any 4 to be opted for)							
304	SE OSCM- 01	Planning & Control of Operations	III	3	50	50	100
305	SE OSCM- 02	Productivity Management	III	3	50	50	100
306	SE OSCM- 03	Theory of Constraints	III	3	50	50	100
307	SE OSCM- 04	Manufacturing Resource Planning	III	3	50	50	100
308	SE OSCM- 05	Quality Management Standards	III	3	50	50	100
309	SE OSCM- 06	Strategic Supply Chain Management	III	3	50	50	100
310	SE OSCM- 07	Business Excellence	III	3	50	50	100
311	SE OSCM- 08	Service Value Chain Management	III	3	50	50	100
				12	200	200	400
Specialization Elective Courses - Semester IV (Any 4 to be opted for)							
405	SE OSCM- 09	Industry 4.0	IV	3	50	50	100
406	SE OSCM- 10	Six Sigma for Operations	IV	3	50	50	100
407	SE OSCM- 11	Toyota Production System	IV	3	50	50	100
408	SE OSCM- 12	World Class Manufacturing	IV	3	50	50	100
409	SE OSCM- 13	Supply Chain Strategy	IV	3	50	50	100
410	SE OSCM- 14	Financial Perspectives in Operations Management	IV	3	50	50	100
411	SE OSCM- 15	Facilities Planning	IV	3	50	50	100
412	SE OSCM- 16	Sustainable Supply Chains	IV	3	50	50	100
				12	200	200	400
				30	500	500	1000

BUSINESS ANALYTICS							
Specialization Core Courses							
Sem Code	Course Code	Course	Semester	Credits	FA	SA	Total Marks
302	SC BA - 01	Python	III	3	50	50	100
403	SC BA- 02	Data Mining	IV	3	50	50	100
				6	100	100	200
Specialization Elective Courses - Semester III (Any 4 to be opted for)							
304	SE BA- 01	Advanced Statistical Methods	III	3	50	50	100
305	SE BA- 02	Data Visualization and storytelling	III	3	50	50	100
306	SE BA- 03	Marketing Analytics	III	3	50	50	100
307	SE BA- 04	Financial Analytics	III	3	50	50	100
308	SE BA- 05	Workforce Analytics	III	3	50	50	100
309	SE BA- 06	Big Data Analytics	III	3	50	50	100
310	SE BA- 07	Supply & Operation Chain Analytics	III	3	50	50	100
311	SE BA- 08	Digital marketing	III	3	50	50	100
				12	200	200	400
Specialization Elective Courses - Semester IV (Any 4 to be opted for)							
405	SE BA- 09	Time Series Analysis and Forecasting	IV	3	50	50	100
406	SE BA - 10	Strategic Management and Business Analytics	IV	3	50	50	100
407	SE BA - 11	Retail and E-Commerce Analytics	IV	3	50	50	100
408	SE BA - 12	Generative AI for Business Applications	IV	3	50	50	100
409	SE BA - 13	Healthcare Analytics	IV	3	50	50	100
410	SE BA - 14	Predictive Analytics and Machine learning using Python	IV	3	50	50	100
411	SE BA - 15	Sports Analytics	IV	3	50	50	100
412	SE BA - 16	Business applications of Blockchain technologies	IV	3	50	50	100
				12	200	200	400
				30	500	500	1000

AGRI BUSINESS MANAGEMENT							
Specialization Core Courses							
Sem Code	Course Code	Course	Semester	Credits	FA	SA	Total Marks
302	SC ABM- 01	Agriculture and Indian Economy	III	3	50	50	100
403	SC ABM- 02	ICT for Agriculture	IV	3	50	50	100
				6	100	100	200
Specialization Elective Courses - Semester III (Any 4 to be opted for)							
304	SE ABM- 01	Agricultural Marketing Management	III	3	50	50	100
305	SE ABM- 02	Rural Marketing	III	3	50	50	100
306	SE ABM- 03	Rural Banking	III	3	50	50	100
307	SE ABM- 04	Agri- Insurance	III	3	50	50	100
308	SE ABM- 05	Agri- Supply Chain Management	III	3	50	50	100
309	SE ABM- 06	Agricultural Import Export	III	3	50	50	100
310	SE ABM- 07	Current trends in Agriculture	III	3	50	50	100
311	SE ABM- 08	Agri- Entrepreneurship & Startup Management	III	3	50	50	100
				12	200	200	400
Specialization Elective Courses - Semester IV (Any 4 to be opted for)							
405	SE ABM- 09	Food Retail management	IV	3	50	50	100
406	SE ABM- 10	Agri- Input Marketing	IV	3	50	50	100
407	SE ABM- 11	Microfinance	IV	3	50	50	100
408	SE ABM- 12	Commodity derivatives and Risk Management	IV	3	50	50	100
409	SE ABM- 13	Procurement Management	IV	3	50	50	100
410	SE ABM- 14	Agri- Production, Planning and Control	IV	3	50	50	100
411	SE ABM- 15	Management of Allied Agro Industries	IV	3	50	50	100
412	SE ABM- 16	Agri- Cooperative Management	IV	3	50	50	100
				12	200	200	400
				30	500	500	1000

PHARMA & HEALTHCARE MANAGEMENT							
Specialization Core Courses							
Sem Code	Course Code	Course	Semester	Credits	FA	SA	Total Marks
302	SCPHM-01	Fundamentals of Pharma and Healthcare Management	III	3	50	50	100
403	SCPHM-02	Regulatory laws in Indian Pharmaceutical & healthcare Industry	IV	3	50	50	100
				6	100	100	200
Specialization Elective Courses-Semester III(Any4 to be opted for)							
304	SEPHM-01	Healthcare management	III	3	50	50	100
305	SEPHM-02	Pharmaceutical Marketing Management	III	3	50	50	100
306	SEPHM-03	Digital marketing in Pharma & Healthcare	III	3	50	50	100
307	SEPHM-04	Supply Chain Management in Pharmaceutical Sector	III	3	50	50	100
308	SEPHM-05	Pharmaceutical Production Management	III	3	50	50	100
309	SEPHM- 06	Compensation Management and Performance Appraisal in Pharma and healthcare	III	3	50	50	100
310	SEPHM- 07	Health Insurance	III	3	50	50	100
311	SEPHM- 08	Entrepreneurship in Pharma and Healthcare	III	3	50	50	100
				12	200	200	400
Specialization Elective Courses-Semester IV(Any 4 to be opted for)							
405	SEPHM- 09	Ethics and Legal aspects of Pharmaceutical and Healthcare Business	IV	3	50	50	100
406	SEPHM- 10	Clinical Data Management	IV	3	50	50	100
407	SEPHM- 11	Regulatory affairs in pharmaceuticals	IV	3	50	50	100
408	SEPHM- 12	International Pharma marketing	IV	3	50	50	100
409	SEPHM- 13	Marketing of Medical Devices and Diagnostics	IV	3	50	50	100
410	SEPHM- 14	Quality Assurance and Control Management in Pharma	IV	3	50	50	100
411	SEPHM-15	Pharmaceutical advanced Human Resource Management	IV	3	50	50	100
412	SEPHM-16	Healthcare Analytics	IV	3	50	50	100
				12	200	200	400
				30	500	500	1000