

Curriculum

Academic input is delivered through two types of courses: core courses and elective courses. Core courses are compulsory for all participants and contain more than 50 percent of the total curriculum. They provide participants with the fundamental conceptual knowledge, analytical skills and techniques, contextual understanding, environmental awareness and overall perspective, which will serve as the base for the programme. The elective courses, which are offered only in the second year, will give participants a deeper understanding of different functional areas and enable them to specialize in areas of their choice.

Credit system

The concept of credit is used to compute the workload of a course. As a general rule, a four-credit course requires a commitment of about 100 hours from the participant of which 25 hours are to be spent in the classroom (usually 20 sessions of 75 minutes each) and the balance to be utilized for preparation and assignments. The courses carry **one**, two, three or four-credits.

Core Courses
Financial Accounting & Control
Marketing- I
Microeconomics for Managers
Operations Management- I
Organizational Behaviour- I
TERM-2
Finance-I
Macroeconomics
Managerial Accounting & Control
Marketing-II
Operations Management- II
Organisation Behaviour-II
Quantitative Techniques- II

Strategic Management-I

TERM-3

Finance-II

Human Resource Management

Information Systems for Managers

Legal Aspects of Business

Strategic Management-II

Elective Courses (Any Two)

1. Marketing Research

2. Supply Chain Management (4 Cr.)

3. Sales & Distribution Management (4 Cr.)

4. Corporate/Retail Banking (4 Cr.)

Skill Development Courses (SDC):

TERM-1

Business Communication

Critical Thinking Skills

Spreadsheet Modeling

Presentation Basics

TERM-2

Entrepreneurial Orientation

ETHICS & CSR

Rural Immersion

Written Analysis and Communication

TERM-3

Design Thinking

Industry Interface Programme (Across 3 terms)

Leadership (Across 3 terms)

Sustainability

***Themes**

1. Entrepreneurial Orientation (including creativity and innovation, writing a business plan and spreadsheet modelling)
2. Communication (including business, oral and written ability and communication)
3. Leadership (including ethics and corporate social responsibility, sustainability)
4. Industry Familiarization (to run across 3 terms but credits awarded in Term 3)

The tentative list of Areas and their respective Electives are as follows:

Economics

- Economics of Strategic Interactions
- Indian Economy and Public Policy
- International Finance
- Macroeconomics for Developing Economies
- Management of Direct Taxes
- Modern Behavioural Economics
- Modern Econometrics

Finance & Accounting

- Contemporary Portfolio Management
- Corporate Performance Management
- Corporate Risk Management
- Creating Accounting Practices
- Financial Analytics Using R
- Financial Aspects of Mergers and Acquisitions
- Financial Derivatives-I

- Financial Reporting, Analysis and Valuation
- Fixed Income Securities
- Investment Analysis and Portfolio Management
- Investment Banking
- Management of Insurance Business
- Private Equity and Venture Capital
- Project Appraisal and Financing
- Risk Management and Financial Institutions
- Security Analysis and Portfolio Management

Information Systems

- Agile Project Management Methodologies
- Business Analytics
- Business Intelligence and Data Mining
- Digital Business Transformation (DBT)
- IT Project Management
- IT Strategy

Marketing

- Advanced Marketing Research with SPSS
- Advanced Selling Skills and Sales Management
- Brand Management
- Business to Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- Digital Marketing
- Key Account Management in B2B Marketing
- Luxury Retailing and Management
- Marketing of Services
- New Product Development
- Pricing
- Qualitative Marketing Research
- Retail Management
- Retail Management Strategy
- Rural Marketing
- Social Marketing
- Social Media and Consumer Driven Marketing

- Social Media in B2B Marketing
- Sports Marketing and Management
- Strategic Brand Building
- Strategic Marketing

OB & HR

- Behavioural Insights from Sanskrit Scriptures
- Collective Bargaining and Negotiation
- Counselling and Psychometric Analysis
- Employer Branding
- Exploring Competencies In Effective Leadership
- Industrial Relations, Long Term Settlements & Contract Labour
- International HRM
- Learning & Development
- Managing Self and Career
- Organisation Development and Change
- Organization Development and Change
- Organizational Power and Politics
- PEOPLE: Decisions for Business Managers
- Strategic Reward Management
- Training and Development

OM & QT

- Data, Analytics and Learning
- Lean Six Sigma
- Managing Healthcare Service Delivery Systems
- Operations Strategy
- Optimization
- Services Operation Strategy
- Theory of Constraints
- Transport and Logistics Planning

Strategy

- Business Models
- Mergers and Acquisitions
- Mergers and Acquisitions
- Strategy Consulting

- Strategy Simulation
- Business Models
- Financing & Fundraising for Entrepreneurs
- Investment (Buy-Side) Decision Making for Large Infrastructure Assets (M&A and Bidding Perspective)
- Managing Public Private Partnerships
- Principles of Real Estate Economics
- Startup in Ecommerce (Entrepreneurship)
- Strategy Simulation
- A Perspective on CK Prahalad's Strategic Thinking
- Business Consulting
- Entrepreneurial Sales and Marketing
- Strategy Simulations

Communication

- Assertive Communication
- Management Learning through Films and Literature (MLFL)
- Metrics for Media and Entertainment Business
- The Media and Entertainment Business: Principles and Practices
- THE NEWS BUSINESS: OFFLINE AND ONLINE
- TV, Radio and Film: Entertainment as Business

Humanities and Social Sciences

- Business, Government and Society
- Doing Business with China