

### Trimester 1

- Macro Economics
- Financial Accounting for Decision Making
- Marketing Management-1
- Individuals in Organizations (OB-1)
- Business Statistics
- Verbal & Written Communication
- FADM Tutorials
- Karma Yoga

### Trimester 2

- Micro Economics
- Financial Management-1
- Marketing Management 2
- Groups in Organizations (OB-2)
- Business Maths
- Productions and Ops Management
- Marketing Research
- Management Information System

### Trimester 3

- Cost and Management Accounting
- Financial Management-2
- Emprical study
- Business Law
- Optimization Business Model for Decision Making
- Strategic Management
- Business Analytics
- Virtual Business - Small Business
- Corporate Tax

**Summer Internship**

**Trimester 4**

- Understanding Emerging markets
- Human Resource Management
- Elective-1
- Elective-2
- Elective-3
- Elective-4
- Elective-5
- Elective-6

**Trimester 5**

- Mandarin / Language Lab
- Business Ethics
- Boardroom simulation
- Elective-7
- Elective-8
- Elective-9
- Elective-10
- Elective-11
- Elective-12

#### Trimester 6

- Elective-13
- Elective-14
- Elective-15
- Elective-16

#### List Of Electives

#### MARKETING

- Consumer Behaviour
- Digital Marketing
- Consumer Behaviour

- Services Marketing
- Strategic Marketing
- International Marketing
- Sales and Distribution Management
- Customer Relationship Management
- Retailing Management
- Integrated Marketing Communications
- Rural Marketing
- B2B Marketing
- Web and Social Media analytics
- Marketing Metrics
- Markstrat Simulation
- Sports Marketing
- Current Trends in Marketing
- New Product Development
- Brand Management

## FINANCE

- Financial Statement Analysis
- International Finance
- Corporate Financial Strategy

- Financial Modelling
- Options, Futures and Derivatives
- Fixed Income Securities
- Security Analysis and Portfolio Management
- Investment Banking
- Commodities Markets
- Financial Risk Analytics
- Experimental Economics
- Management of Commercial Banks
- Trading
- Financial Institutions and Markets
- Equity Research
- Corporate Valuation
- Project and Infra structure Finance

## Operations

- Logistics and Supply Chain Management
- IT Consulting
- Data Visualization and Analytics
- Management Services Operations
- Strategic Sourcing and Corporate Quality

- Project Management
- Operations and Analytics
- Enterprise Resource Planning
- Virtualization Strategies for Organizations
- Cloud Security
- Strategic Sourcing and Supply Chain Management
- Business Intelligence
- International SCM
- Total Quality Management
- Advanced Analytics Model

**OB/HR/Strategy**

- Strategy Execution including Economics of Strategy
- Design, Thinking and Innovation
- Leading People At Work - Contemporary Challenges
- New Venture Planning
- Management Consulting
- International Business Strategy
- Negotiations and bargaining

**AIMLA**

- Data Visualisation and BI: Tableau, Power BI

- Deep Learning
- Marketing Analytics
- Web and Social Media Analytics
- Supply Chain Analytics
- Financial Risk Analytics
- Natural Language Processing
- Business Applications of AI