

## Marketing

### First Year

The first year focuses on providing fundamental skills, knowledge and perspectives. This exposes students to a great number of subjects and allows faculty to co-ordinate materials across courses

Semester – I	Semester II
Principles Of Management	Business Environment - I
Financial Accounting	Operations Research
Cost Accounting	Financial Management
Indian Economy - I	Taxation-Direct & Indirect Taxes
Organizational Behaviour - I	Production Management
Statistics For Management	Management Accounting
Business Law	Marketing Management - II
Introduction To Computers	Human Resources Management - I
Effective Communication	Research Methodology
Managerial Economics	Organizational Behaviour - II
Marketing Management - I	E-commerce
	Introduction to Software Packages viz: SPSS, Captaline Ole, CIMM, Prowess

### Second Year

Semester – III	Semester IV
Advertising and Sales	International Marketing
Promotion Management	Industrial Marketing
Marketing Research	Marketing Finance
Retail Management	Marketing Audit
Social Marketing	Managing Sales Force
Sales & Distribution Management	Specialisation Project
Consumer Buyer Behaviour	Entrepreneurship Management
Quantitative Models In Marketing	Ethics in Business
Marketing Strategies	Business Policy
Product Service and Brand Management	International Business

---

**Finance**

---

**First Year**

<b>Semester – I</b>	<b>Semester II</b>
Principles Of Management	Business Environment - I
Financial Accounting	Operations Research
Cost Accounting	Financial Management
Indian Economy - I	Taxation-Direct & Indirect Taxes
Organizational Behaviour - I	Production Management
Statistics For Management	Management Accounting
Business Law	Marketing Management - II
Introduction To Computers	Human Resources Management - I
Effective Communication	Research Methodology
Managerial Economics	Organizational Behaviour - II
Marketing Management - I	E-commerce
	Introduction to Software Packages viz: SPSS, Captaline Ole, CIMM, Prowess

**Second Year**

<b>Semester – III</b>	<b>Semester IV</b>
Mergers & Acquisition	Fiscal & Corporate Tax Planning
Financial services	Marketing Finance
Financial Management II	Portfolio & Risk management
Security Analysis	Company Law
Forex Management	Management of Financial Institution
Treasury Management	Specialisation Project

---

**Systems**


---

**First Year**

Semester – I	Semester II
Principles Of Management	Business Environment - I
Financial Accounting	Operations Research
Cost Accounting	Financial Management
Indian Economy - I	Taxation-Direct & Indirect Taxes
Organizational Behaviour - I	Production Management
Statistics For Management	Management Accounting
Business Law	Marketing Management - II
Introduction To Computers	Human Resources Management - I
Effective Communication	Research Methodology
Managerial Economics	Organizational Behaviour - II
Marketing Management - I	E-commerce
	Introduction to Software Packages viz: SPSS, Captaline Ole, CIMM, Prowess

**Second Year**

Semester – III	Semester IV
Programming Languages	I.T. Quality Assurance & I.T. Systems
Operating System & System software	Control & Audit
Data Management	Enterprises Planning System
Networking & Communication	XML
Information Technique For Business	I.T. Security & Audit
IT-Management, Resources & Project	Specialisation Project
System Analysis & Design	
Java	

## *Personnel*

### First Year

Semester – I	Semester II
Principles Of Management	Business Environment - I
Financial Accounting	Operations Research
Cost Accounting	Financial Management
Indian Economy - I	Taxation-Direct & Indirect Taxes
Organizational Behaviour - I	Production Management
Statistics For Management	Management Accounting
Business Law	Marketing Management - II
Introduction To Computers	Human Resources Management - I
Effective Communication	Research Methodology
Managerial Economics	Organizational Behaviour - II
Marketing Management - I	E-commerce
	Introduction to Software Packages viz: SPSS, Captaline Ole, CIMM, Prowess

### Second Year

Semester – III	Semester IV
Human Resource Management - II	Organization Change and Development
Behaviour Dynamics in an organisation	Managerial Counselling
Industrial Relations & Labour law	Stress Management, Transactional Analysis & Assertiveness Training
Human Resource Planning and Audit	Wage & Salary Administration
Organization structure - Theory and Design	Emotional Intelligence II
Industrial Psychology	Psychometrics II
Psychometrics-I	Specialization Project
Emotional Intelligence I	
Quantitative Techniques In HRM Management.	
Development & Labour laws	

**Operations**
**First Year**

<b>Semester – I</b>	<b>Semester II</b>
Principles Of Management	Business Environment - I
Financial Accounting	Operations Research
Cost Accounting	Financial Management
Indian Economy - I	Taxation-Direct & Indirect Taxes
Organizational Behaviour - I	Production Management
Statistics For Management	Management Accounting
Business Law	Marketing Management - II
Introduction To Computers	Human Resources Management - I
Effective Communication	Research Methodology

**Second Year**

<b>Semester – III</b>	<b>Semester IV</b>
Material Management	Project Management
Quality Management	Entrepreneurship Management
Production Planning & Control Systems	Logistics
Computer Programming & Languages	Technology Management
Productivity Techniques	Specialization Project
Strategic Information & Technology Management	
Japanese Manufacturing Practices	
Business Process Re-engineering	