

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
POST GRADUATE PROGRAMME OFFICE
LIST OF OPTIONAL COURSES FOR TERM-V
ACADEMIC YEAR : 2018-19 (54th Batch)

Sl. No.	Course Code	Name of the Course	Credit
Business Ethics & Communication			
1	BC-205	Cross-Cultural Business Communication (Pre Mid Term)	1.5
2	BC-213	Corporate Social Responsibility : Perspectives & Practices	3
3	BC-217	Entrepreneurship in NGOs (25 from IIMC and 25 from Exchange students)	3
4	BC-219	Social Media, Identity and Culture	3
Economics			
5	EC-237	Institutions, Markets and Firms : Growth and Structural Change in China and India (50 IIMC students and 10 STEP students)	3
Finance & Control			
6	FI-242	Bank Management	3
7	FI-254	Options, Futures & Derivatives (2nd Offering)	3
8	FI-270	Structured Finance	3
9	FI-283	Financial Risk Management	3
Human Resources Management			
10	HR-221	Strategic Planning and Human Resource Management	3
11	HR-230	International Human Resource Management	3
Marketing			
12	MK-211	Integrated Marketing Communication	3
13	MK-212	Sales and Distribution Management (2nd offering) (1 Section)	3
14	MK-214	Consumer Behaviour	3
15	MK-218	Product Management (2nd Offering)	3
16	MK-219	Strategic Marketing (Max : 2 Sections x 70 students)	3

Sl. No.	Course Code	Name of the Course	Credit
17	MK-229	Marketing Theory and Contemporary Issues (Max : 2 Sections x 60 students, including 15 foreign students in each sections)	3
18	MK-252	Managing Retailing	3
19	MK-264	Non-profit and Social Marketing (New Course)	3
Management Information Systems			
20	MI-268	Information Technology and Business Innovation	3
Organizational Behaviour			
21	OB-223	Management of Self in Organisations (45 IIMC and 15 STEP & CEMS)	3
Operations Management			
22	OM-238	Logistics and Supply Chain Management - 2nd offering [1 Sec only]	3
23	OM-249	Sustainable Supply Chain Management (Post Mid Term)	1.5
24	OM-255	Managing Healthcare Operations (Pre Mid Term) (New Course)	1.5
Public Policy and Management			
25	PP-215	Country Risk Analysis	3
26	PP-264	Managing Public-Private Partnerships (Post Mid Term)	1.5
27	PP-270	Planning and Management of World Cities (New Course)	3
Strategic Management			
28	SM-247	Corporate Social Irresponsibility (50 includes 5 for STEP students)	3
29	SM-248	Global Strategic Management (For CEMS Students)	3
30	SM/EC- 250	Mergers, Acquisitions and Divestments : Economic & Financial Aspects of Corporate Control	3
31	SM-252	Strategic Decision Making in International Business: National Culture Perspectives	3

Sl. No.	Course Code	Name of the Course	Credit
32	SM-257	Aligning Strategy, Implementation & Career (ASIC) Role of Power, Influence and Persuasion	3
33	SM-258	Corporate Strategy	3