

Term wise Courses – List 2

TERM V				
S. No.	Subject	Areas	Credit	Hour
1.	Supply Chain Analytics	OM & IMA	1.5	15
2.	Operations Strategy	OM	3	30
3.	Enterprise Resource Planning	IMA	3	30
4.	Digital Marketing	IMA/ Marketing	3	30
5.	Marketing Research	Marketing	3	30
6.	Marketing Analytics	Marketing & IMA	1.5	15
7.	Marketing of Services	Marketing	3	30
8.	B2B Marketing	Marketing	3	30
9.	Advertising and Integrated Marketing Communication	Marketing	3	30
10.	Security Analysis & Portfolio Management	Finance	3	30
11.	Business Valuation	Finance	3	30
12.	Recruitment and Selection	HRM	3	30
13	International Business	General Management	2	20

TERM VI				
S. No.	Subject	Areas	Credit	Hour
1.	Service Operations Management	OM	3	30
2.	Data Visualization & Dashboard	IMA	1.5	15
3.	E- Business: Model & Analytics	IMA	3	30
4.	Business Forecasting	Marketing	3	30
5.	Retail Marketing	Marketing	3	30
6.	Risk Modelling and Portfolio Optimization Using R	Finance	1.5	15
7.	Behavioral Finance	Finance	1.5	15
8.	Financial Derivatives and Risk Management	Finance	3	30
9.	Business Negotiation Skills	HRM	3	30
10.	Training & Development	HRM	3	30
11.	Corporate Social Responsibility & Sustainable Development	General Management	2	20