

**ANNEXURE A2**

**DATA BASE OF ELECTIVE COURSES**

<b>Integrative Electives</b>			<b>Marketing</b>		
<b>Course code</b>	<b>Course name</b>	<b>Term offered</b>	<b>Course code</b>	<b>Course name</b>	<b>Term offered</b>
GEM 501	Strategy Implementation and Control	5	MKT 401	Services Marketing	4
GEM 502	International Business	5	MKT 402	Consumer Behavior	4
GEM 503	Visual Analytics	5	MKT 403	Brand Management	4
GEM 504	Entrepreneurship Development	5	MKT 404	Marketing Research	4
GEM 505	Managing Strategic Networks	5	MKT 405	Retail Management	4
GEM 601	Business Negotiation	6	MKT 406	Product Management	4
GEM 602	Managing Strategic Change	6	MKT 407	Social Media Marketing & Media Management	4
GEM 603	Public Policy and Management	6			
<b>General Management</b>			MKT 501	International Marketing	5
			MKT 502	E-Commerce and Digital Marketing	5
<b>Course code</b>	<b>Course name</b>	<b>Term offered</b>	MKT 503	Integrated Marketing Communication	5
GEM 506	Corporate Social Responsibility	5	MKT 504	Sales & Distribution Management	5
GEM 511	Special Project / Organization-Based Project in Economics and Strategy	5	MKT 505	Business to Business Marketing	5
GEM 604	Global Markets and Geopolitics	6	MKT 506	Marketing Analytics	5
GEM 611	Special Project / Organization-Based Project in Economics and Strategy	6	MKT 511	Special Project / Organization-Based Project in Marketing	5
			MKT 601	Customer Relationship Management	6
			MKT 602	Strategic Marketing Management	6
			MKT 603	Rural Marketing	6
			MKT 604	Marketing Metrics	6
			MKT 611	Special Project / Organization-Based Project in Marketing	6
<b>Human Resource Management</b>			<b>Analytics and Information Technology</b>		
<b>Course code</b>	<b>Course name</b>	<b>Term offered</b>	<b>Course code</b>	<b>Course name</b>	<b>Term offered</b>
HRM 401	Talent Planning & Acquisition	4	AIT 401	Machine Learning Algorithm using Python	4
HRM 402	Managing Work Place	4			
HRM 403	Organization Change and Development	4	AIT 402	Machine Learning Algorithm using SAS miner	4
HRM 404	Performance Management	4	AIT 403	Programming in Data Science	4
HRM 405	Industrial Relations & Labor Laws	4	AIT 404	Forecasting Analytics	4
HRM 501	Learning and Development	5	AIT 501	Advanced Machine Learning Algorithm	5
HRM 502	Compensation and Benefits	5	AIT 502	Decision Analytics	5
HRM 503	Managing Across Cultures	5	AIT 503	Block chain for Managers	5
HRM 504	Psychometrics and Behavioural Research	5	AIT 504	Text Analytics	5
HRM 505	Strategic HRM	5	AIT 511	Special Project / Organization-Based Project in Analytics and Information Technology	5

HRM 511	Special Project / Organization-Based Project in HRM	5	AIT 602	Artificial Intelligence and Deep Learning	6
			AIT 603	Big Data Analytics	6
HRM 601	Competency Mapping and Profiling	6	AIT 604	CRM Analytics	6
HRM 602	International HRM	6	AIT 605	Sports Analytics	6
HRM 603	HR Analytics	6	AIT 611	Special Project / Organization-Based	6
HRM 604	Leadership & Organizational Effectiveness	6		Project in Analytics and Information Technology	
HRM 611	Special Project / Organization-Based Project in HRM	6			
<b>Finance &amp; Accounting</b>			<b>Operations Management</b>		
<b>Course code</b>	<b>Course name</b>	<b>Term offered</b>	<b>Course code</b>	<b>Course name</b>	<b>Term offered</b>
FIA 401	Financial Derivatives	4	OPM 401	Project Management	4
FIA 402	Security Analysis	4	OPM 402	Supply Chain and Logistics Management	4
FIA 403	Commercial Banking	4	OPM 403	Lean Six Sigma	4
FIA 404	Financial Services	4	OPM 501	Service Operations Management	5
FIA 405	Wealth Management	4	OPM 502	Supply Chain Analytics	5
FIA 406	Strategic Management Accounting	4	OPM 503	Retail Supply Chain Management	5
FIA 501	International Finance	5	OPM 504	International Logistics & Supply Chain Management	5
FIA 502	Financial Statement Analysis	5			
FIA 503	Portfolio Management	5	OPM 505	New Product Development	5
FIA 504	Fixed Income Securities and their Derivatives	5	OPM 511	Special Project / Organization-Based Project in Operations Management	5
FIA 505	Risk Management in Banks	5			
FIN 511	Special Project / Organization-Based Project in Finance and Accounting	5	OPM 601	Supplier Relationship Management	6
			OPM 602	Technology and Operations Strategy	6
FIA 601	Project Finance	6	OPM 603	Business Process Management	6
FIA 602	Investment Banking	6	OPM 604	Multi-Criteria Decision Making	6
FIA 603	Risk Analytics	6	OPM 611	Special Project / Organization-Based	6
FIN 611	Special Project / Organization-Based Project in Finance and Accounting	6		Project in Operations Management	

Note: Electives will be added / deleted from time to time based on the inputs from recruiters, alumni, subject board and BoG, IMT H.