

## ANNEXURE 1

### Program Course List

Sl.No	Area	Level	Course Code	Course Name	Credits
<b><u>Foundation Courses:</u></b>					
1	Analytics	Foundation	FOA01	Spreadsheet Modelling	1
2	Analytics	Foundation	FOA02	Quantitative Techniques in Management	1
3	Finance	Foundation	FOF21	Introduction to Accounting and Finance	0
4	General	Foundation	FOG01	Principles of Management	0
5	General	Foundation	FOG03	Personality Growth Lab / Out bond Leadership Lab	0
6	General	Foundation	FOG06	ABCD - Art Workshop	0
7	PEP	Foundation	POG01	Management Communication- I	1
<b><u>Core Courses:</u></b>					
1	Analytics	Core	COA03	Proficiency in Business Tools	3
2	Analytics	Core	COA04	Decision Making Science	3
3	Digital Business	Core	COD01	Introduction to Digital Business	3
4	Finance	Core	COF22	Financial Accounting and Financial Statement Analysis	2
5	Finance	Core	COF02	Management Accounting	2
6	Finance	Core	COF23	Corporate Finance	3
7	Finance	Core	COF24	Business Economics	3
8	Human Resources	Core	COH01	Behavioral Science	3
9	Human Resources	Core	COH02	Human Capital Management	3
10	Marketing	Core	COM01	Marketing Management	3
11	Marketing	Core	COM14	Business Policy, Strategy and Simulations	3
12	Marketing	Core	COM15	Service Process, Quality & Productivity	3

**Analytics Elective Courses:**

Sl. No	Area	Level	Course Code	Course Name	Credits
1	Analytics	Elective	L1A19	Data Management Systems and Data Engineering	2
2	Analytics	Elective	L1A20	Business Data Visualization	2
3	Analytics	Elective	L1A21	Coding Business Application with R and Python	2
4	Analytics	Elective	L2A08	Advanced Predictive Analytics	3
5	Analytics	Elective	L2A09	Artificial Intelligence and Machine Learning	2
6	Analytics	Elective	L2A10	Big Data Analytics	3
7	Analytics	Elective	L2A22	Block Chain and Business Applications	2
8	Analytics	Elective	L2A14	Financial Technologies	2
9	Analytics	Elective	L2A16	Marketing Analytics	3
10	Analytics	Elective	L2A18	Text Mining and Sentiment Analytics	2
11	Analytics	Elective	L2A23	Advanced Risk Analytics	2
12	Analytics	Elective	L2A24	Business Forecasting	3
13	Analytics	Elective	L2A25	Computer Vision and Image Analytics Managerial Applications	3
14	Analytics	Elective	L2A26	Predictive Analytics in Business with R and Python	3
15	Analytics	Elective	L2A27	Supply Chain and Logistics Analytics	3

**Digital Business Elective Courses:**

Sl. No	Area	Level	Course Code	Course Name	Credits
1	Digital Business	Elective	L1D03	Digital Design & Innovation	2
2	Digital Business	Elective	L1D04	Introduction to Digital Technologies	2
3	Digital Business	Elective	L2D05	RPA and Automation	3
4	Digital Business	Elective	L2D06	Digital Mindset	2
5	Digital Business	Elective	L2D12	Enterprise Digital Transformation	2
6	Digital Business	Elective	L2D13	Business Requirement Analysis	2
7	Digital Business	Elective	L2D09	E-Commerce	2
8	Digital Business	Elective	L2D10	Mobile Marketing	2
9	Digital Business	Elective	L2D11	Information Security and Cyber Law	3
10	Digital Business	Elective	L2D14	Digital Project Management	2
11	Digital Business	Elective	L2D15	Cloud Computing for Business Value	2

**Innovation and Entrepreneurship Elective Courses:**

Sl. No	Area	Level	Course Code	Course Name	Credits
1	Innovation and Entrepreneurship	Elective	L1E01	Innovation and Creativity	2
2	Innovation and Entrepreneurship	Elective	L1E02	Entrepreneurial Marketing	2
3	Innovation and Entrepreneurship	Elective	L1E03	Entrepreneurial Finance	2
4	Innovation and Entrepreneurship	Elective	L1E04	People Management in Entrepreneurial Firms	2

**Human Resources Elective Courses:**

Sl. No	Area	Level	Course Code	Course Name	Credits
1	Human Resources	Elective	L1H03	Talent Management in New Age	2
2	Human Resources	Elective	L1H04	Managerial Psychology in Action	2
3	Human Resources	Elective	L2H05	Competency Based Strategic Staffing	3
4	Human Resources	Elective	L2H06	Learning & Development	2
5	Human Resources	Elective	L2H07	Employee Relations & Labor Laws	3
6	Human Resources	Elective	L2H08	Leadership in New Age	2
7	Human Resources	Elective	L2H09	Organizational Development and Change	2
8	Human Resources	Elective	L2H10	Strategic Human Resource Management	2
9	Human Resources	Elective	L2H11	Total Rewards Management	2
10	Human Resources	Elective	L2H12	Cross Cultural Management	2
11	Human Resources	Elective	L2H14	Human Resource Analytics	3
12	Human Resources	Elective	L2H15	Psychometric Testing	2
13	Human Resources	Elective	L2H16	Digital HR	2
14	Human Resources	Elective	L2H17	HR led Business Transformation	2
15	Human Resources	Elective	L2H18	HR Strategic Role in Future of Work	2

**Marketing Elective Courses:**

Sl. No	Area	Level	Course Code	Course Name	Credits
1	Marketing	Elective	L1M16	Sales Management	2
2	Marketing	Elective	L1M03	Consumer Behavior	2
3	Marketing	Elective	L2M04	Integrated Marketing Communication	2
4	Marketing	Elective	L2M05	Services Marketing	2
5	Marketing	Elective	L2M06	B2B Marketing	2
6	Marketing	Elective	L2M07	Marketing Research	2
7	Marketing	Elective	L2M08	Digital Marketing	2
8	Marketing	Elective	L2M09	Retail Marketing	2
9	Marketing	Elective	L2M10	IT Sales and Marketing	2
10	Marketing	Elective	L2M11	Customer Relationship Management	2
11	Marketing	Elective	L2M12	Brand Management	2
12	Marketing	Elective	L2M17	Social Media Marketing	2
13	Marketing	Elective	L2M18	Marketing Communication Design	2
14	Marketing	Elective	L2M19	Distribution Management in Digital Age	2
15	Marketing	Elective	L2M20	Customer Centered Decision Making	2
16	Marketing	Elective	L2M21	Customer Acquisition and Retention	2
17	Marketing	Elective	L2M22	Key Account Management	2
18	Marketing	Elective	L2M23	Sales and Services Analytics	2

**Finance Elective Courses:**

Sl. No	Area	Level	Course Code	Course Name	Credits
1	Finance	Elective	L1F05	Principles and Practices of Banking	2
2	Finance	Elective	L1F25	Financial System and Markets	2
3	Finance	Elective	L2F07	Security Analysis and Portfolio Management	3
4	Finance	Elective	L2F08	Derivatives	3
5	Finance	Elective	L2F09	Investment Banking	2
6	Finance	Elective	L2F10	Wealth Management	2
7	Finance	Elective	L2F26	Financial Trading Lab	2
8	Finance	Elective	L2F12	Corporate and Retail Banking	2
9	Finance	Elective	L2F13	Rural Banking and Microfinance	2
10	Finance	Elective	L2F16	Financial Modelling	2
11	Finance	Elective	L2F17	MSME Financing	2
12	Finance	Elective	L2F18	International Financial Management	2
13	Finance	Elective	L2F27	Financial Services	2
14	Finance	Elective	L2F20	Financial Risk Management	2
15	Finance	Elective	L2F28	Business Valuation and Mergers & Acquisition	2
16	Finance	Elective	L2F29	Corporate Taxation	2

**Practice Courses:**

Sl. No	Area	Level	Course Code	Course Name	Credits
1	General	Practice	POG08	Design Thinking	2
2	General	Practice	POG09	Research Incubation	3
3	General	Practice	POG10	Innovation Incubation	3
4	General	Practice	POG11	Social Immersion Program	5
5	General	Practice	POG14	Effective Execution	3
6	General	Practice	POG13	Industry Internship Program	10
7	PEP	Practice	POG16	Management Communication- II	1
8	PEP	Practice	POG02	Negotiation skills	1
9	PEP	Practice	POG03	Cross Culture Communication	2
10	PEP	Practice	POG04	Wellness and Lifestyle - I	1
11	PEP	Practice	POG05	Wellness and Lifestyle - II	1
12	PEP	Practice	POG06	Wellness and Lifestyle - III	1
13	PEP	Practice	POG07	Wellness and Lifestyle - IV	1
14	PEP	Practice	POG17	Professional Development	1