

SEMESTER I							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Major Core (Mandatory)	1	MC – 01	<i>Managerial Accounting &amp; Costing</i>	3	40	60	100
Major Core (Mandatory)	1	MC – 02	<i>Management Process &amp; Organizational Behavior</i>	3	40	60	100
Major Core (Mandatory)	1	MC – 03	<i>Economics for Managers</i>	3	40	60	100
Major Core (Mandatory)	1	MC – 04	<i>Mathematics &amp; Statistics for Business</i>	3	40	60	100
Major Core (Mandatory)	1	MC – 05	Professional Skills- 1	2	40	60	100
Major Core (Mandatory)	1	MC – 06	<i>Technology in Business Management</i>	3	40	60	100
	<b>CORE TOTAL</b>		<b>6</b>	<b>17</b>	<b>280</b>	<b>420</b>	<b>700</b>
<b>Semester I Generic Electives - Any 2 Courses to be Opted from the following list</b>							
Major Elective	1	ME – 01	<i>Indian Government Policy and Business</i>	2	40	60	100
Major Elective	1	ME – 02	<i>Environmental, Social, and Governance (ESG)</i>	2	40	60	100
Major Elective	1	ME – 03	<i>Indian Knowledge Systems &amp; Management</i>	2	40	60	100
Major Elective	1	ME – 04	<i>Contemporary Frameworks in Management</i>	2	40	60	100
Major Elective	1	ME – 05	<i>Foreign Language (French/ German/ Japan)</i>	2	40	60	100
Major Elective	1	ME - 06	<i>Constitution of India</i>	2	40	60	100
	<b>ELECTIVE TOTAL</b>		<b>2</b>	<b>4</b>	<b>80</b>	<b>120</b>	<b>200</b>
SEC/AEC/VAC	2	AEC	<i>Computer Application In Management – MS Office</i>	2	40	60	100
	<b>SEMESTER TOTAL</b>		<b>9</b>	<b>23</b>	<b>400</b>	<b>600</b>	<b>1000</b>

<b>SEMESTER II</b>							
<b>Type</b>	<b>Sem Code</b>	<b>Course Code</b>	<b>Course</b>	<b>Credits</b>	<b>FA</b>	<b>SA</b>	<b>Marks</b>
Major Core (Mandatory)	2	MC – 07	<i>Marketing &amp; Digital Marketing Management</i>	3	40	60	100
Major Core (Mandatory)	2	MC – 8	<i>Financial Management &amp; Fin Tech</i>	3	40	60	100
Major Core (Mandatory)	2	MC – 9	<i>Human Resources Management</i>	3	40	60	100
Major Core (Mandatory)	2	MC – 10	<i>International Business</i>	3	40	60	100
Major Core (Mandatory)	2	MC – 11	<i>Business Intelligence and Analytics</i>	3	40	60	100
Major Core (Mandatory)	2	MC – 12	<i>Business Research Methods</i>	2	40	60	100
	<b>CORE TOTAL</b>		<b>6</b>	<b>17</b>	<b>280</b>	<b>420</b>	<b>700</b>
<b>Semester II Generic Electives - Any 2 Courses to be Opted from the following list</b>							
Major Elective	2	ME – 08	<i>System and Design Thinking</i>	2	40	60	100
Major Elective	2	ME – 09	<i>Production and Operations Management</i>	2	40	60	100
Major Elective	2	ME – 10	<i>Sustainable Development Goals &amp; Business Practices</i>	2	40	60	100
Major Elective	2	ME – 11	<i>Advance Statistical Analysis using SPSS</i>	2	40	60	100
Major Elective	2	ME – 12	<i>Professional Skills -2</i>	2	40	60	100
Major Elective	2	ME – 13	<i>Legal Aspects of Business</i>	2	40	60	100
	<b>ELECTIVE TOTAL</b>		<b>2</b>	<b>4</b>	<b>80</b>	<b>120</b>	<b>200</b>
SEC/AEC/VAC	2	SEC	<i>AI for Managers</i>	2	40	60	100
	<b>SEMESTER TOTAL</b>		<b>9</b>	<b>23</b>	<b>400</b>	<b>600</b>	<b>1000</b>

After finishing semester 2 SIP: Summer Internship Program (6 credits)

## 8. Advertising and Branding Management Specialization

SEMESTER III (Advertising and Branding Management)							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Major Core (Mandatory)	3	MC – 13	Strategic Management	3	40	60	100
Major Core (Mandatory)	3	MC – 14	Advertising Management & Evaluation	3	40	60	100
Major Core (Mandatory)	3	MC – 15	Branding Strategies & Management	3	40	60	100
Major Core (Mandatory)	3	MC – 16	Strategic Marketing Communication	3	40	60	100
	<b>CORE TOTAL</b>		4	<b>12</b>	160	240	<b>400</b>
<b>Semester III Generic Electives - Any 3 Courses to be Opted from the following list</b>							
Major Elective	3	ME – 01	Consumer Science and Insights	3	40	60	100
Major Elective	3	ME – 02	Neuromarketing and Sensory Branding	3	40	60	100
Major Elective	3	ME – 03	Advertising Data Analytics and Performance	3	40	60	100
Major Elective	3	ME – 04	Public Relations & Corporate Communication	3	40	60	100
Major Elective	3	ME – 05	E-commerce and Retail Media.	3	40	60	100
Major Elective	3	ME - 06	Copy Writing, Content Writing & Storytelling	3	40	60	100
	<b>ELECTIVE TOTAL</b>		<b>3</b>	<b>9</b>	<b>120</b>	<b>180</b>	<b>300</b>
RP/OJT/Seminar (Mandatory)	3	CP – 1	<i>Capstone Project - I</i>	2	40	60	100
	<b>SEMESTER TOTAL</b>		<b>8</b>	<b>23</b>	<b>320</b>	<b>480</b>	<b>800</b>

<b>SEMESTER IV (Advertising and Branding Management)</b>							
<b>Type</b>	<b>Sem Code</b>	<b>Course Code</b>	<b>Course</b>	<b>Credits</b>	<b>FA</b>	<b>SA</b>	<b>Marks</b>
Major Core (Mandatory)	4	MC – 13	Entrepreneurship, Innovation and Business Plan	3	40	60	100
Major Core (Mandatory)	4	MC – 14	Advertising & Branding Lab	3	40	60	100
Major Core (Mandatory)	4	MC – 15	Media Planning & Buying	3	40	60	100
Major Core (Mandatory)	4	MC – 16	Digital Advertising and Technology	3	40	60	100
	<b>CORE TOTAL</b>		<b>4</b>	<b>12</b>	160	240	<b>400</b>
<b>Semester IV Generic Electives - Any 3 Courses to be Opted from the following list</b>							
Major Elective	4	ME – 07	Client Services and Business Development in Advertising Agency	3	40	60	100
Major Elective	4	ME – 08	Customer Relationship Management (CRM)	3	40	60	100
Major Elective	4	ME – 09	Creative Campaign Management	3	40	60	100
Major Elective	4	ME – 10	Retail & Luxury Brand Management	3	40	60	100
Major Elective	4	ME – 11	Advertising Law, Ethics and Regulation	3	40	60	100
Major Elective	4	ME – 12	Brand Equity & Valuation	3	40	60	100
	<b>ELECTIVE TOTAL</b>		<b>3</b>	<b>9</b>	<b>120</b>	<b>180</b>	<b>300</b>
RP/OJT/Seminar (Mandatory)	4	CP – 2	<i>Capstone Project II</i>	2	40	60	100
	<b>SEMESTER TOTAL</b>		<b>8</b>	<b>23</b>	<b>320</b>	<b>480</b>	<b>800</b>