

SEMESTER I							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Major Core (Mandatory)	1	MC – 01	<i>Managerial Accounting & Costing</i>	3	40	60	100
Major Core (Mandatory)	1	MC – 02	<i>Management Process & 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 & 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
	CORE TOTAL		6	17	280	420	700
Semester I Generic Electives - Any 2 Courses to be Opted from the following list							
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 & 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
	ELECTIVE TOTAL		2	4	80	120	200
SEC/AEC/VAC	2	AEC	<i>Computer Application In Management – MS Office</i>	2	40	60	100
	SEMESTER TOTAL		9	23	400	600	1000

SEMESTER II							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Major Core (Mandatory)	2	MC – 07	<i>Marketing & Digital Marketing Management</i>	3	40	60	100
Major Core (Mandatory)	2	MC – 8	<i>Financial Management & 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
	CORE TOTAL		6	17	280	420	700
Semester II Generic Electives - Any 2 Courses to be Opted from the following list							
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 & 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
	ELECTIVE TOTAL		2	4	80	120	200
SEC/AEC/VAC	2	SEC	<i>AI for Managers</i>	2	40	60	100
	SEMESTER TOTAL		9	23	400	600	1000

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

17. Digital Marketing & Sales Management Specialization

SEMESTER III (Digital Marketing & Sales)							
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	<i>Neuro Marketing & Affiliation Marketing</i>	3	40	60	100
Major Core (Mandatory)	3	MC – 15	Search Marketing	3	40	60	100
Major Core (Mandatory)	3	MC – 16	Media Marketing and Social Media Marketing	3	40	60	100
		CORE TOTAL	4	12	160	240	400
Semester III Generic Electives - Any 3 Courses to be Opted from the following list							
Major Elective	3	ME – 01	Brand Management in Digital Era	3	40	60	100
Major Elective	3	ME – 02	Portfolio Building and Client Acquisition	3	40	60	100
Major Elective	3	ME – 03	Storytelling and Video Marketing	3	40	60	100
Major Elective	3	ME – 04	AI Tools for Digital Marketing	3	40	60	100
Major Elective	3	ME – 05	Influencer Marketing and Monetization	3	40	60	100
Major Elective	3	ME - 06	Meta Ads	3	40	60	100
		ELECTIVE TOTAL	3	9	120	180	300
RP/OJT/Seminar (Mandatory)	3	CP – 1	<i>Capstone Project - I</i>	2	40	60	100
		SEMESTER TOTAL	8	23	320	480	800

SEMESTER IV (Digital Marketing & Sales)

Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Major Core (Mandatory)	4	MC – 13	Entrepreneurship, Innovation and Business Plan	3	40	60	100
Major Core (Mandatory)	4	MC – 14	Digital Marketing Automation	3	40	60	100
Major Core (Mandatory)	4	MC – 15	Performance Marketing & Web Analytics	3	40	60	100
Major Core (Mandatory)	4	MC – 16	Customer Relationship Experience & Reputation Management	3	40	60	100
	CORE TOTAL		4	12	160	240	400
Semester IV Generic Electives - Any 3 Courses to be Opted from the following list							
Major Elective	4	ME – 07	Sales Management	3	40	60	100
Major Elective	4	ME – 08	Google Ads & Analytics	3	40	60	100
Major Elective	4	ME – 09	E-commerce & Marketplace Management	3	40	60	100
Major Elective	4	ME – 10	Creator Economy and Personal Branding	3	40	60	100
Major Elective	4	ME – 11	Designing Lab	3	40	60	100
Major Elective	4	ME – 12	Lead Generation and Engagement Management	3	40	60	100
	ELECTIVE TOTAL		3	9	120	180	300
RP/OJT/Seminar (Mandatory)	4	CP – 2	<i>Capstone Project II</i>	2	40	60	100
	SEMESTER TOTAL		8	23	320	480	800