

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)

1. Marketing Management (Specialization)

SEMESTER III (Marketing Management)							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Major Core (Mandatory)	3	MC – 13	<i>Strategic Management</i>	3	40	60	100
Major Core (Mandatory)	3	MC – 14	<i>Consumer Behaviour & Neuro Marketing</i>	3	40	60	100
Major Core (Mandatory)	3	MC – 15	<i>Product & Brand Management</i>	3	40	60	100
Major Core (Mandatory)	3	MC – 16	<i>Sales & Distribution Management</i>	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	<i>Business to Business Marketing</i>	3	40	60	100
Major Elective	3	ME – 02	<i>Marketing Analytics</i>	3	40	60	100
Major Elective	3	ME – 03	<i>Applications of AI in Marketing</i>	3	40	60	100
Major Elective	3	ME – 04	<i>Marketing of Digital Business</i>	3	40	60	100
Major Elective	3	ME – 05	<i>Retail Marketing</i>	3	40	60	100
Major Elective	3	ME - 06	<i>Marketing Strategy</i>	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 (Marketing Management)							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Major Core (Mandatory)	4	MC – 13	<i>Entrepreneurship, Innovation and Business Plan</i>	3	40	60	100
Major Core (Mandatory)	4	MC – 14	<i>Services Marketing</i>	3	40	60	100
Major Core (Mandatory)	4	MC – 15	<i>Integrated Marketing Communication</i>	3	40	60	100
Major Core (Mandatory)	4	MC – 16	<i>Digital Marketing</i>	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	<i>Rural & Agriculture Marketing</i>	3	40	60	100
Major Elective	4	ME – 08	<i>Tourism & Hospitality Marketing</i>	3	40	60	100
Major Elective	4	ME – 09	<i>Marketing of Financial Services</i>	3	40	60	100
Major Elective	4	ME – 10	<i>Marketing in Industry 5.0</i>	3	40	60	100
Major Elective	4	ME – 11	<i>International Marketing</i>	3	40	60	100
Major Elective	4	ME – 12	<i>Recent trends in Marketing</i>	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