

Semester – I

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
101	Management and Organizational Behavior	30	70	3 Hrs	100
102	Management Communication	30	70	3 Hrs	100
103	Managerial Economics	30	70	3 Hrs	100
104	Accounting for Managers	30	70	3 Hrs	100
105	Data Analysis Methods	30	70	3 Hrs	100
106	Quantitative Techniques	30	70	3 Hrs	100
107	Information Technology	30	70	3 Hrs	100
108	Personality Development	20	30	2 Hrs	50

Semester – II

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
201	Management Information System	30	70	3 Hrs	100
202	Human Resources Management	30	70	3 Hrs	100
203	Marketing Management	30	70	3 Hrs	100
204	Financial Management	30	70	3 Hrs	100
205	Production Management	30	70	3 Hrs	100
206	Business Environment	30	70	3 Hrs	100
207	Operations Research	30	70	3 Hrs	100
208	Interpersonal Skills and Team Building	20	30	2 Hrs	50
209	Communication and Computer Lab		100		100

Semester – III

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
301	Management of Technology & Innovation	30	70	3 Hrs	100
302	Entrepreneurship	30	70	3 Hrs	100
303	Computer Applications	30	70	3 Hrs	100
304	Project Seminar & Report	30	70	3 Hrs	100
305	Career Planning and Development	20	30	2 Hrs	50

ELECTIVES/ SPECIALISATIONS (Any three Elective courses to be chosen)

Marketing Area:

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
311	Consumer Behaviour & Relationship Marketing	30	70	3 Hrs	100
312	Marketing Research	30	70	3 Hrs	100
313	Promotion Management	30	70	3 Hrs	100
314	Product & Brand Management	30	70	3 Hrs	100
315	Distribution and Supply Chain Management	30	70	3 Hrs	100
316	Sales Management	30	70	3 Hrs	100
317	Marketing of Hospitality Services	30	70	3 Hrs	100
318	Marketing of Health Care Services	30	70	3 Hrs	100

Finance Area:

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
321	Indian Financial System	30	70	3 Hrs	100
322	Working Capital Management	30	70	3 Hrs	100
323	Management of Financial Services	30	70	3 Hrs	100
324	Security Evaluation and Investment Strategy	30	70	3 Hrs	100
325	Management Control Systems	30	70	3 Hrs	100
326	Bank Management	30	70	3 Hrs	100

HRM Area:

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
331	Counselling	30	70	3 Hrs	100
332	Management of Industrial Relations	30	70	3 Hrs	100
333	Performance and Reward Management	30	70	3 Hrs	100
334	Human Resource Planning	30	70	3 Hrs	100
335	Employee Legislation	30	70	3 Hrs	100
336	Training for Development	30	70	3 Hrs	100

Systems Area:

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
341	Systems Analysis and Design	30	70	3 Hrs	100
342	Data Base Management Systems	30	70	3 Hrs	100
343	Decision Support Systems	30	70	3 Hrs	100
344	Expert Systems and Artificial Intelligence	30	70	3 Hrs	100
345	Software Testing	30	70	3 Hrs	100
346	Software Engineering	30	70	3 Hrs	100
347	Logistics Management	30	70	3 Hrs	100

Semester – IV

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
401	Strategic Management	30	70	3 Hrs	100
402	International Business Management	30	70	3 Hrs	100
403	Business Laws	30	70	3 Hrs	100
404	Organisation Development	30	70	3 Hrs	100
405	Presentation Skills	20	30	2 Hrs	50
406	VIVA VOCE (Comprehensive Viva covering all the subjects of all Semesters including Project work)		100		100

ELECTIVES/ SPECIALISATIONS (Any three Elective courses to be chosen)

Marketing Area:

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
411	Insurance and Bank Marketing	30	70	3 Hrs	100
412	Rural Marketing	30	70	3 Hrs	100
413	International Marketing	30	70	3 Hrs	100
414	Retail Marketing	30	70	3 Hrs	100
415	Industrial Marketing	30	70	3 Hrs	100
416	Agricultural Marketing	30	70	3 Hrs	100

Finance Area:

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
421	Mergers and Acquisitions	30	70	3 Hrs	100
422	Risk Management & Insurance	30	70	3 Hrs	100
423	Financial Engineering	30	70	3 Hrs	100
424	International Financial Management	30	70	3 Hrs	100
425	Financial Derivatives	30	70	3 Hrs	100
426	Portfolio Management	30	70	3 Hrs	100

HRM Area:

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
431	HR Accounting and Audit	30	70	3 Hrs	100
432	Stress Management	30	70	3 Hrs	100
433	Change Management	30	70	3 Hrs	100
434	Global Human Resource Management	30	70	3 Hrs	100
435	Leadership Development	30	70	3 Hrs	100
436	Human Resource Development	30	70	3 Hrs	100

Systems Area:

Code No.	Title of the Paper	Internal Marks	Semester End Marks	Exam Duration	Maximum Marks
441	Systems Control and Audit	30	70	3 Hrs	100
442	Distributed Intelligence	30	70	3 Hrs	100
443	Data Mining and Data Warehousing	30	70	3 Hrs	100
444	Enterprise Resource Planning	30	70	3 Hrs	100
445	Data Communication and Network Analysis	30	70	3 Hrs	100
446	E- Business	30	70	3 Hrs	100
447	Customer Relationship Management	30	70	3 Hrs	100

