

## COURSE STRUCTURE

### Semester I

Introduction to Management  
Organisational Behaviour  
Managerial Economics  
Managerial Communication  
Quantitative Techniques  
Technology in Management  
Financial Accounting for Managers

### Semester II

Indian Business Environment  
Cost & Management Accounting  
Marketing Management  
Financial Management  
Production & Operation Management  
Human Resource Management  
Business Research Methodology  
Summer Internship Programme

### Semester III

#### **Common Subjects**

Strategic Management  
Ethics, Values & Stress Management  
Legal Aspects of Business  
New Enterprise Management

#### **Marketing Subjects**

Advertising & Sales Promotion  
Management  
Sales & Distribution Management  
Industrial & Services Marketing

#### **Finance Subjects**

Merger, Acquisitions and Risk  
Management  
Indian Financial System  
Security Analysis & Portfolio

### Semester IV

#### **Common Subjects**

Management Control Systems  
Management Research Project  
Contemporary Issues in Management

#### **Marketing Subjects**

Consumer Behavior  
Strategic Brand Management  
International Marketing

#### **Finance Subjects**

Corporate Tax Planning  
International Financial Management  
Strategic Financial Management

