

COURSES OFFERED
GENERAL MANAGEMENT

Area	Course Title
Core	Managerial Economics Quantitative Analysis for Management Management Concepts and Practices Managerial Communication - Soft skill Development-I Managerial Communication – Soft skill Development-II (Interpersonal Skills and Group dynamics) Managerial Communication - Soft Skill Development-III (Personality Development & Corporate Etiquettes) Stress Management through Yoga and Pranayam Economic Analysis and Policy Corporate Governance and Business Ethics Business Strategy and Policy Operation Management

FINANCE

Area	Course Title
Core	Financial Accounting Financial Management-1 Financial Management-II Business Law Cost & Management Accounting Banking and Insurance Management
Specialisation	Security Analysis & Portfolio Management Financial Markets and Services International Finance Project Planning & Appraisal Merger & Acquisition Derivatives Management Control System
Super Specialisation	Working Capital Management Corporate Taxation

SYSTEMS

Area	Course Title
Core	Managerial Computing Management Information System
Specialisation	System Analysis and Design Relation Database Mgt. System Object Oriented Analysis and Design Software Engineering DSS & Expert System Network Management & Information Security Data Warehousing and Data Mining
Super Specialisation	Data Structure Enterprise Resource Planning

COURSES OFFERED

MARKETING

Area	Course Title
Core	Marketing Management-I Marketing Management- II Business Research Rural Management
Specialisation	Consumer Behaviour Product and Brand Management Advertising and Sales Promotion Service Marketing Customer Relationship Management Sales and distribution Management Industrial Marketing
Super Specialisation	Retail Management Supply Chain Management

HUMAN RESOURCE MANAGEMENT

Area	Course Title
Core	Organisational Behaviour Human Resource management – I Human Resource management – II
Specialisation	Industrial Relation Human Resource Planning Human Resource Development Labour Legislation Performance Management Compensation Management International Human Resource
Super Specialisation	Leadership Skills and Change Management Organisational Change and Development