The programme aims at providing young, enthusiastic minds the power to shape their career paths and influence change. In-depth knowledge, analytical rigour, rational thinking, commitment, ethics and values, cooperation, competition, and innovation are the core values instilled in each individual who graduates from the programme.

All this is achieved through a well-crafted set of curricular and extra-curricular activities, delivered by a mix of experts from academia.

OBJECTIVES
The objective of the programme is to nurture:

- An ability to act rationally, ethically, and strategically
- Interpersonal and multicultural teamwork competencies
- An understanding of the latest technologies
- Capability to anticipate and manage change
- Conceptual and analytical competencies
- In-depth knowledge in various functional areas
- Communication and presentation competencies
- Practical business experience

COURSE STRUCTURE

TRIMESTER 1
- Business Communication-I
- Business Ethics
- Financial Accounting
- Organizational Behaviour
- Quantitative Techniques
- Business Economics

TRIMESTER 2
- Business Communication-II
- Marketing Management
- Financial Management
- Human Resource Management
- IT in Business
- Operations Research

TRIMESTER 3
- Business Communication-III
- Consumer Behaviour
- Legal Aspects of Business
- Business Research
- Management Information System
- Operations Management
- International Business

SUMMER TRAINING: After the completion of the third trimester (first year) of the programme, all students are required to undergo summer training for a period of 6-8 weeks in an organization and take up a project study. Each student shall be required to submit a summer project report to the institute regarding the work undertaken during this period, before the commencement of the 4th trimester.
TRIMESTER 4
- Business Communication-IV
- Business Strategy
- Optimization Technique
- Electives* (3 Major & 1 Minor)

TRIMESTER 5
- Business Communication-V
- Entrepreneurship & Family Business
- Electives* (2 Major & 2 Minor)

TRIMESTER 6
- Corporate Governance & Social Responsibility
- Public System Management
- Environmental Management

FINAL RESEARCH PROJECT: In the 2nd year of the programme, each participant is required to undertake a Final Research Project (FRP) in the chosen area of specialization.

VIVA VOCE: Viva Voce is conducted after both Summer Training, as well as

ELECTIVE COURSES

MARKETING
Brand Management
Supply Chain Management
Marketing of Services
Retail Management
Sales Management
Integrated Marketing Communication
Social Media Marketing
Customer Relationship Management
International Marketing
Rural Marketing
Event Management
Management of Banking and Insurance Services

FINANCE
Financial Markets and Services
Derivatives and Risk Management
Corporate Tax Planning
Security Analysis & Portfolio Management
Corporate Restructuring
Wealth Management
Analytical Method of Finance
Project Finance
International Finance
Management of Banking and Services
Insurance Management
Equity Research

HUMAN RESOURCE
HRP, Recruitment & Selection
Training & Development
Industrial Relations & Labour Laws
International HRM
Leadership
Organizational Development and Change

Interpersonal and Group Dynamics
Conflict Management & Negotiations
Perf. & Compensation Management
Advance HRM
Industrial Psychology
Social Security

OPERATIONS MANAGEMENT
Supply Chain Management
Business Applications of Game Theory
Executive Decisions & OR
Inventory Management
Business Process Re-Engineering
Technology Management
Project Management
Total Quality Management

INFORMATION TECHNOLOGY
Decision Support System
Strategic Information System
Web Technology
Management of E-Business Technology
Database Management
Information System & Design
ERP
Data Communication
Data Warehousing
Knowledge Management Systems & Technology
IS Auditing
INTERNATIONAL BUSINESS
- Global Sourcing & Bus. Development
- Management of Multinational Corporation
- WTO & Regional Trading Blocks
- Export Import Documentation
- International Economics & Trade Policy
- International HRM & Cross Culture
- International Financial Management
- International Marketing
- International Business Law
- Global Supply Chain Management
- International Business Strategy

ADVERTISING
- Advertising Management
- Account Planning & Client Servicing
- Media Planning
- Creativity & Copy Writing
- FMCG Branding
- Campaign Planning

PR & EVENT MANAGEMENT
- Public Relations Management
- Tools & Techniques of PR
- PR Writing
- Corporate Communication
- Event Management
- Event Marketing

MEDIA MANAGEMENT
- Media Management
- Broadcast Media Management
- Television Production
- Radio Production
- Print Media Management
- Print Journalism
- Online/web Journalism
- Film Industry Management & Marketing