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**

- Marketing Management I
- Financial Accounting I
- Organizational Behaviour I
- IT in Business I
- Quantitative Techniques
- Business Ethics
- Managerial Economics
- Business Communication-I

**TRIMESTER 2**

- Marketing Management II
- Financial Accounting II
- Organizational Behaviour II
- IT in Business II
- Operations Research
- Legal Aspects of Business
- Macro Economic Environment
- Business Communication-II

**TRIMESTER 3**

- Consumer Behaviour
- Financial Management
- Human Resource Management
- Management Information Systems
- Operations Management
- Business Research
- International Business
- Business Communication-III

**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 Strategy
- Management Modeling
- General Proficiency
- Electives

**TRIMESTER 5**

- Entrepreneurship
- Electives

**TRIMESTER 6**

- Corporate Governance
- Public Policy

**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
- Retail Management
- Sales Management
- Integrated Marketing Communication
- Social Media Marketing
- Customer Relationship Management
- International Marketing
- Rural Marketing
- Channel Sales Management
- Marketing Metrics
- Films in Sports Marketing
- Green Marketing
- Marketing of Services
- Relationship Management
- Conflict Management & Negotiations
- Advance HRM
- Industrial Psychology
- Social Security
- Compensation & Performance Management

#### FINANCE
- Financial Markets and Services
- Derivatives and Risk Management
- Corporate Tax Planning
- Security Analysis & Portfolio Management
- Corporate Restructuring
- Wealth Management
- Project Finance
- International Finance
- Management of Banking and Services
- Insurance Management

#### HUMAN RESOURCE
- HRP, Recruitment & Selection
- Training & Development
- Industrial Relations & Labour Laws
- International HRM (Combined with Cross Culture Management)
- Leadership
- Organizational Development and Change

#### OPERATIONS MANAGEMENT
- Supply Chain Management
- Inventory Management
- Business Process Re-Engineering
- Project Management
- Total Quality Management

#### INFORMATION TECHNOLOGY
- Web Technology
- Database Management Systems
- Information System & Design
- Knowledge Management Systems & Technology
- Business Intelligence Tools

#### INTERNATIONAL BUSINESS
- Cross Culture Management
- Global Sourcing & Bus. Development
- WTO & Regional Trading Blocks
- International Financial Management
- International Business Law
- International Business Strategy