CURRICULUM

CORE COURSES

- · Principles and Practices of Management
- · Business communication
- Financial Accounting
- · Business Statistics
- Business Laws
- . Computer Application in Management with MS Office
- · Organizational Behavior
- · Financial Management
- · Marketing Management
- Human Resource Management
- · International Business
- · Entrepreneurship and small scale management
- · Company Law
- · Cost Accounting
- Managerial Economics
- · Research Methodology
- · Management Information System
- · Project Management
- · Strategic Management
- · Higher Accounting
- Environmental Science
- · Business Ethics, Corporate Social Responsibility & Governance
- · Production and Operations Management
- E- Commerce
- · Income Tax, Law and Practices
- · Enterprise Resource Planning
- · Operations Research
- · Corporate Accounting
- · Supply Chain Management
- Data Analytics
- · Goods and Services Tax
- · Total Quality Management

MARKETING ELECTIVES

- · Advertising and Brand Management
- · Consumer Behavior
- · Service Marketing
- Digital Marketing
- · Rural and Agriculture Marketing
- Retailing
- Marketing Analytics
- · International Marketing

HR ELECTIVES

- · Industrial Law
- · Social security and welfare
- · Industrial Relations
- · Compensation Planning
- Managerial Behavior and Effectiveness
- · Strategic Human Resource
- · Human Resource Analytics
- International Human Resource Management

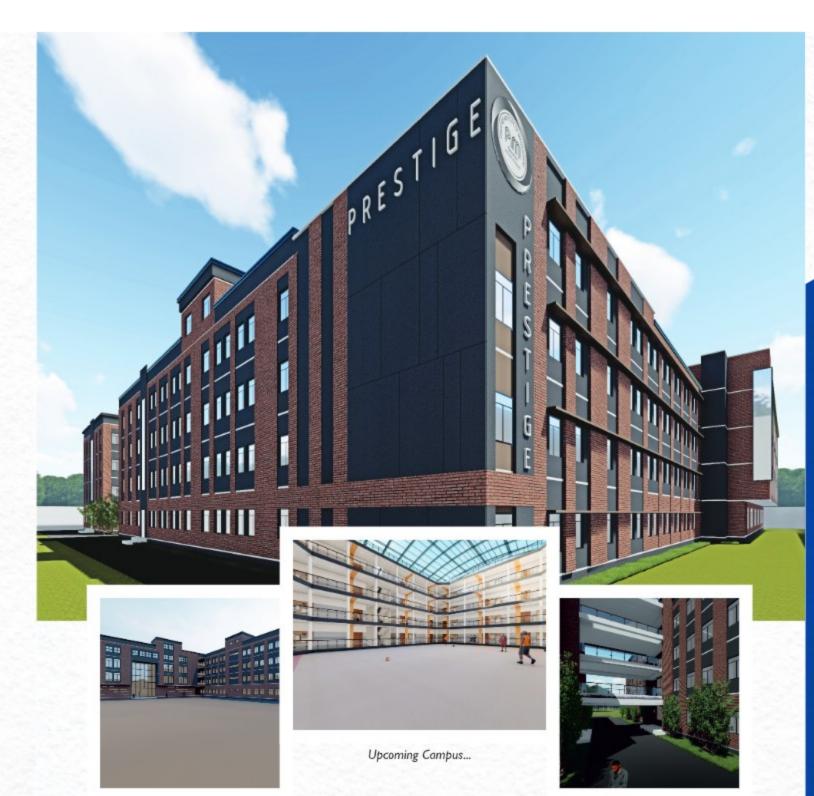
FINANCE ELECTIVES

- Indian Financial System
- · Investment Management
- · Financial Risk Management
- Business Taxation
- · Banking and Insurance
- Strategic Finance
- International Finance · Financial Analytics

SKILL ENHANCEMENT COURSE

- · Tally Part
- Seminar Presentation
- Book Review
- · Personality Development
- Social Project
- Industrial Visit
- · Project: Financing from banks for inception of business enterprise
- · Event Management

- · Export Management and Documentation
- · Project Planning
- French Language Part
- · Learning Through Movies
- Advance MS-Excel
- Mock Interview
- · Major Research Project
- Database Management System Using MS Access













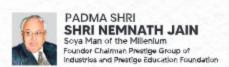








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