

Semester I

Accounting for Managers
Sociology for Managers
Managerial Economics
Self and Career Development
Management Processes
Business Communication - I
Legal Aspects of Business
Organizational Behaviour and Psychology for Managers
Business Statistics
Commercial Geography and International Trade
Business Information Systems

Semester III

Generic Electives

Strategic Management
Systems Thinking
Corporate Social Responsibility and Social Impact Assessment
Services Management
Risk Management
Management of Quality

Marketing

Personal Selling and Sales Management
Business-to-Business Marketing
Product and Brand Management
Integrated Marketing Communication
Consumer Behaviour
Direct Marketing and Customer Relationship Management
Digital Marketing and Social Media Strategy
Data Visualization

Finance

Security Analysis and Portfolio Management
Financial Institutions, Markets and Services
Taxation Dynamics: Indian and Global Framework
Fixed Income Securities
Credit Risk Management
International Finance
Financial Technology and Blockchain
Data Visualization

Human Resource

HR Planning and Talent Acquisition
Performance Management Systems
Employee Legislation
Employee Learning and Development
Competency-based HRM
HR Automation and Process Improvement

Supply Chain & Operations

Logistics Management
Procurement Management
Inventory Management
Facility Management
Manufacturing Management
Global Sourcing

Semester II

Business Research Methods
Introduction to Supply Chain and Operations Management
Business Communication - II
Human Resource Management
Emotional Intelligence
Introduction to Enterprise Resource Planning (ERP)
Financial Management
Marketing Management
Entrepreneurship and Business Planning

OR

Agri Value Chain and Allied Ventures

Semester IV

Generic Electives

Business Ethics and Values
Project Management
Business Analysis
Design Thinking
Environment, Social, and Governance Impact and Frameworks
Conflict Management and Negotiation

Marketing

Marketing Strategy
Marketing Research and Analytics
Retail Management
Distribution Management
International Sales and Marketing
Pricing Management
Digital Infrastructure and Ecosystem

Finance

Corporate Finance
Derivatives
Financial Planning and Behavioural Finance
Strategic Cost Management
Mergers, Acquisitions and Corporate Restructuring
Venture Capital and Private Equity
Project Finance
Financial Modelling and Analytics
Digital Infrastructure and Ecosystem

Human Resource

Employee and Industrial Relations
Employee Compensation and Benefits
Strategic Human Resource Management
Organisation Design and Development
International Human Resource and Cross Cultural Management
Financial Planning and Behavioural Finance
HR Analytics

Supply Chain & Operations

Production Planning and Control
Strategic Initiatives
Operations Research
Quality Tools and Techniques
Distribution Management
Transport Insurance

Advanced Quantitative Methods for Business

International Trade

Geopolitics and International Relations
EXIM Policy and Customs
International Finance
Global Sourcing
Economics of International Trade

Business Analytics

Database Management and Warehousing
Business and Data Understanding
Data Science for Business
Ethics and AI
Data Visualization
Advanced Quantitative Methods for Business

Business Technology & Systems

Managing Digital Transformation and Innovation
Digital Marketing and Social Media Strategy
Business Intelligence and Decision Support Systems
Financial Technology and Blockchain
Database Management and Warehousing
HR Automation and Process Improvement
Data Visualization

Entrepreneurship & Startup Management

Emerging Startup Business Opportunities
Innovation and IPR
Social Entrepreneurship
Entrepreneurship Ecosystem
Agri Entrepreneurship and Innovation

Agri-Business Management

Agri Finance and Risk Management
Agri Marketing and Brand Management
Agri Supply Chain Management
Agri Food Business Management
Agri Entrepreneurship and Innovation

Strategic Cost Management

International Trade

International Human Resource and Cross Cultural Management
Global Business Environment and Strategy
International Sales and Marketing
Transport Insurance
International Conventions and Institutions

Business Analytics

Big Data Analytics
Machine Learning Using Advanced Analytical Tools
Cloud Computing
Marketing Research and Analytics
Financial Modelling and Analytics
Agri Informatics
HR Analytics

Business Technology & Systems

Information and Cyber Security
Prompt Engineering and Generative AI
Digital Infrastructure and Ecosystem
Financial Modelling and Analytics
Cloud Computing
Data Competency for Business Leaders
Agri Technology and Digital Innovation

Entrepreneurship & Startup Management

Venture Capital and Private Equity
Family Business Management
Rural Entrepreneurship
Entrepreneurship Lab
Digital Infrastructure and Ecosystem

Agri-Business Management

Agri Export Management and International Trade
Sustainable Agriculture and Environmental Management
Agri Technology and Digital Innovation
Agri Informatics
Allied Sectors in Agri-Business