

Electives 2019-20			
Business Intelligence			
	Course	Credit	Timester
1	Business Modelling using R (BMR)	3	4
2	Applied Business Analytics	3	4
3	Introduction to Programming: Python	3	5
4	Introduction to Visualization : Tableau	3	5
5	Advanced Business Analytics	3	6
6	Social and Web Analytics	3	6
Marketing			
1	Services Marketing	3	4
2	Brand Management	3	4
3	Introduction to Media and Entertainment Business	3	4
4	Rural Marketing	3	4
5	Marketing Research	3	5
6	International Marketing	3	5
7	Consumer Behaviour	3	5
8	Sales & Distributions Management	3	5
9	Retail Management	3	6
10	B2B Marketing	3	6
11	Integrated Marketing Communication	3	6
HR			
1	Organizational Development and Change Management	3	4
2	Performance Management	3	4
3	Human Resource Development	3	5
4	Reward Management	3	5
5	Competency based HRM	3	6
6	Coaching	3	6
7	Global HRM	3	6
8	Strategic HRM	3	6
Operations			
1	Service Operations Management	3	4
2	Total Quality Management	3	4
3	Supply Chain Management	3	5
4	Technology, Innovation & Future of Work	3	5
5	Project Management	3	6
6	Game Theory for Managers	3	6
General Management			

1	Social Entrepreneurship	3	5
	Finance		
1	Financial and Capital Market Services	3	4
2	Commercial Banking and Finance	3	4
3	Financial Modeling using Spread Sheet	3	4
4	Security Analysis and Portfolio Management	3	5
5	Micro Finance	3	5
6	Project Finance& Capital Budgeting	3	5
7	Financial Derivatives & Risk Management	3	6
8	Strategic Financial Management	3	6
9	International Finance	3	6