			SEMESTER 1				
Sr		Course Code	Program Core Courses-PCC Semester 1 Course Name	- 1	'each Scher	Credit	
				L	T,	P	
1	PCC-1		Marketing Management	2	1	0	3
2	PCC-2		Human Resource Management	2	1	0	3
3	PCC-3		Operations Management	2	1	0	3
4	PCC-4		Managerial Accounting	2	1	0	3
5	PCC-5		Introduction to Business Analytics	2	1	1	3
6	PCC-6		Financial Management	2	1	0	3
7	PCC-7		Business Statistics	2	1	0	3
	-		Total Credits for PCC			21	
			Program Generic Courses Semester I				
Sr. No.	Course Type	Course Code	Course Name	1	Teaching Scheme		Credits
-				L	T	P	
1	PGC-1		Company and Sectorial Analysis	1	0	0	1
2	PGC-2		Managerial Communication	1	0	0	1
3	PGC-3		Self-Awareness and Personality	1	0	0	1
			Development				
4	PGC-4	200	Indian Ethos & Business Ethics	1	0	0	1
			Total Credits for PGC				4
			Total Credits for Sem I			25	<u> </u>
		,	SEMESTER II				
			ogram Core Courses-PCC Semester II				
r. o.	Course Type	Course Code	Course Name	1	achii chem	_	Credits
				L	Т	Р	
	PCC-1		Research Methodology	2	1	0	3
	PCC-2		Legal Aspects of Business	2	1	0	3
	PCC-3		Project Management	2	1	0	3
_	PCC-4		Management Information System	2	1	0	3
	PCC-5		Managerial Economics	2	1	0	3
	PCC-6		Operation Research	2	1	0	3
- 1				1			

Sr. No.	Course Type	Course Code	Course Name		eachii chem	_	_	
				L	Т	Р		
1	PGC-1		Indian Business Models	1	0	0	1	
2	PGC-2		Contemporary Frameworks of	1	0	0	1	
			Management			-		
3	PGC-3		Power BI	1	0	0	1	
			Total C	redi	ts for	PGC	3	
		Prog	gram Specific Courses- Finance Semester	I				
Sr.	Course	Course	Course Name		chin	g	Credits	
No.	Туре	Code		Sch	eme			
	1,000			L	Т	Р		
1	PSC-1		International Finance	2	0	0	3	
2	PSC-2		Financial Analytics	2	1	0	3	
3	PSC-3		Corporate Finance	2	1	0	3	
4	PSC-4		Security Analysis and Portfolio Management	2	0	2	3	
			Total Credits for PSC				12	
			Total Semester II Credits				33	
		Progr	ram Specific Courses- Marketing Semeste	rII				
Sr. No.	Course Type	Course Code	Course Name	l	each Scher	Credit s		
				L	Т	P		
1	PSC-1		Rural Marketing	2	1	0	3	
2	PSC-2		Marketing Analytics	2	1	0	3	
3	PSC-3		Sales and Distribution Management	2	1	0	3	
4	PSC-4		Digital Marketing	2	1	0	3	
			Total Credits for PSC				12	
			Total Semester II Credits			33		
	Progr	am Specifi	ic Courses- Human Resource Managemer	t Se	meste	er II		
n. course		Course Code	Course Name	1	achii heme	_	Credi	
lo.	IVDC							

1			Employment Related Laws	2	1	0	3	
2	_		HR Analytics	2	1	0	3	
3			Talent Acquisition & Management	2	1	0	3	
4	PSC-4		Compensation and Reward Management	2	1	0	3	
			Total Credits for PSC				12	
			Total Semester II Credits				33	
	D.					_		
	РГ	ogram Sp	ecific Courses- Operations Management Se	emes	ter I			
Sr. No.	Course Type	Course Code	Course Name		achir ieme	-	Credit	
	- J F -	-		L	Т	Р	S	
				L	1	F		
1	PSC-1	-	Supply Chain and Logistic Management	2	1	0	3	
2	PSC-2		Operations Analytics	2	1	0	3	
3	PSC-3		Six Sigma	2	1	0	3	
4	PSC-4		Material & Warehouse Management	2	1	0	3	
			Total Credits for PSC				12	
		Total Semester II Credits		33(	ject 25			
			Semester III					
		P	rogram Core Courses-PCC - Semester III				T	
				Teaching			Credits	
Sr.	Course	Course	Course Name			_	Credits	
Sr. No.	Course Type	Course Code	Course Name	S	chen	ne	Credits	
			Course Name			_	Credits	
			Strategic Management	S	chen	ne	Credits 3	
No.	Туре			L	T	ne P		
<b>No.</b> 1	Type PCC-1		Strategic Management	L 2	T 1	P 0	3	
No. 1 2	PCC-1		Strategic Management Al for Business Growth	2 2	T 1	P 0 0	3	
No.  1 2 3	PCC-1 PCC-2 PCC-3		Strategic Management Al for Business Growth Start up and New Venture Management	2 2 2	T 1 1 1 1	P 0 0 0 0	3 3 3	
1 2 3 4	PCC-1 PCC-2 PCC-3 PCC-4		Strategic Management AI for Business Growth Start up and New Venture Management Business Forecasting	2 2 2 2	T 1 1 1 1 1 1	P 0 0 0 0 0 0	3 3 3 3	
1 2 3 4	PCC-1 PCC-2 PCC-3 PCC-4	Code	Strategic Management Al for Business Growth Start up and New Venture Management Business Forecasting Internship Project Total Credits for PCC Semester III-Specialization	2 2 2 2 0	T 1 1 1 1 1 1	P 0 0 0 0 0 12	3 3 3 3	
1 2 3 4	PCC-1 PCC-2 PCC-3 PCC-4	Code	Strategic Management AI for Business Growth Start up and New Venture Management Business Forecasting Internship Project Total Credits for PCC Semester III-Specialization am Specific Courses -FINANCE Semester I	2 2 2 2 0	T 1 1 1 1 0	P 0 0 0 0 0 12 18	3 3 3 3	
No.  1 2 3 4 5	PCC-1 PCC-2 PCC-3 PCC-4 PCC-5	Progr Course	Strategic Management Al for Business Growth Start up and New Venture Management Business Forecasting Internship Project Total Credits for PCC Semester III-Specialization	2 2 2 2 0	T  1  1  1  1  0	P 0 0 0 0 12 18	3 3 3 3 6	
No.  1 2 3 4 5	PCC-1 PCC-2 PCC-3 PCC-4 PCC-5	Progr	Strategic Management AI for Business Growth Start up and New Venture Management Business Forecasting Internship Project Total Credits for PCC Semester III-Specialization am Specific Courses -FINANCE Semester I	2 2 2 2 0	T  1  1  1  1  0  eachi	P 0 0 0 0 12 18 ing ne	3 3 3 3 6	
No.  1 2 3 4 5	PCC-1 PCC-2 PCC-3 PCC-4 PCC-5	Progr Course	Strategic Management AI for Business Growth Start up and New Venture Management Business Forecasting Internship Project Total Credits for PCC Semester III-Specialization am Specific Courses -FINANCE Semester I Course Name	2 2 2 2 0	T  1  1  1  1  0	P 0 0 0 0 12 18	3 3 3 6 Credits	
No.  1 2 3 4 5	PCC-1 PCC-2 PCC-3 PCC-4 PCC-5	Progr Course	Strategic Management AI for Business Growth Start up and New Venture Management Business Forecasting Internship Project Total Credits for PCC Semester III-Specialization am Specific Courses -FINANCE Semester I	2 2 2 2 0	T  1  1  1  1  0  eachi	P 0 0 0 0 12 18 ing ne	3 3 3 3	

					-	-	
3	PSC-3		Financial Derivatives	2	1	0	3
4	PSC-4		Wealth Management	2	1	0	3
			Total Credits for PSC				12
			Total Credits for Sem III			30	
			Semester III-Specialization				
		Prograi	n Specific Courses -MARKETING Semeste	rIII			
Sr.	Course	Course	Course Name	1	each	1550	Credit
No.	Type	Code			chen		-
				L	Т	Р	
1	PSC-1	1	Integrated Marketing Communication	2	1	0	3
2	PSC-2		Consumer Behavior	2	1	0	3
3	PSC-3		Brand & Advertisement Management	2	1	0	3
4	PSC-4		Customer Relationship Management	2	1	0	3
			Total Credits for PSC				12
			Total Credits for Sem III			30	
			Semester III-Specialization				
		_	ourses - HUMAN RESOURCE MANAGEMEN				II
Sr.	Course	Course	Course Name	Teaching Scheme		Credits	
No.	Type	Code		L	T	P	
	200			Ь	1	1	
1	PSC-1		Psychometric Testing and Assessment	2	1	0	3
	PSC-2		Performance Management System	2	1	0	3
2			Conflict and Negotiation	2	1	0	3
3	PSC-3						
	PSC-3		Learning & Development	2	1	0	3
3	and the control of th		Total Credits for PSC	2	1		3 12
3	and the contract of the		Total Credits for PSC Total Credits for Sem III	2	1	30	
3	PSC-4		Total Credits for PSC  Total Credits for Sem III  Semester III-Specialization			30	
3 4	PSC-4 Progra		Total Credits for PSC  Total Credits for Sem III  Semester III-Specialization  c Courses - OPERATIONS MANAGEMENT	Seme	ester	30 III	
3 4 Sr.	PSC-4 Progra Course	Course	Total Credits for PSC  Total Credits for Sem III  Semester III-Specialization	Sem o	ester	30 III ing	12
3 4	PSC-4 Progra		Total Credits for PSC  Total Credits for Sem III  Semester III-Specialization  c Courses - OPERATIONS MANAGEMENT	Seme T	ester each Scher	30 III ing	
3 4 Sr.	PSC-4 Progra Course	Course	Total Credits for PSC  Total Credits for Sem III  Semester III-Specialization  c Courses - OPERATIONS MANAGEMENT	Sem o	ester	30 III ing	12
3 4 Sr. No.	PSC-4 Progra Course Type	Course	Total Credits for PSC  Total Credits for Sem III  Semester III-Specialization  c Courses - OPERATIONS MANAGEMENT	Seme T	ester each Scher	30 III ing	Credit s
3 4 Sr. No.	PSC-4 Progra Course Type PSC-1	Course	Total Credits for PSC  Total Credits for Sem III  Semester III-Specialization  c Courses - OPERATIONS MANAGEMENT S  Course Name	Semo T S	ester each Scher	30 III ing ne	Credit s
3 4 Sr. No.	PSC-4 Progra Course Type PSC-1 PSC-2	Course	Total Credits for PSC  Total Credits for Sem III  Semester III-Specialization  c Courses - OPERATIONS MANAGEMENT S  Course Name  Advanced Operation Research	Semo T S	ester each Scher	30 III ing ne	Credit s
3 4 Sr. No.	PSC-4 Progra Course Type PSC-1	Course	Total Credits for PSC  Total Credits for Sem III  Semester III-Specialization c Courses - OPERATIONS MANAGEMENT S  Course Name  Advanced Operation Research  Services of Operation Management	Semo T S L	ester each Scher T	30 III ing ne	12 Credit s 3 3 3 3

				Total Credits for Sen	n III		30	)	
				SEMESTER IV					
Sr	000	ırse	Course	Program Core Courses-PCC Semester Course Name	IV	Teach	ninσ		
No	D. Ty	pe	Code			Sche	Credit		
					I	, Т	Р		
	1 PCC	2-1		Business Simulation	+		+	3	
	2 PCC	2-2		Data Security and Cyber Laws	2	1	0	3	
	3 PCC	-3		Leadership and Strategic Thinking	2		0	3	
	4 PCC	-4		Dissertation	0		6	3	
				Tota	al Cre	dits fo	r PCC	12	
				Semester IV					
	-		Prog	gram Specific Courses -FINANCE Semes	ter IV	I			
Sr.			Course	Course Name		Teaching			
No	$\cdot \mid Ty$	pe	Code	· §	1	Schen	_	Credits	
					L	Т	Р	-	
	1 PSC	-1		Insurance Management	2	0	0	2	
	2 PSC	-2		Taxation	2	0	0	2	
	3 PSC	-3		Corporate Valuations				2	
					l Cre	dits fo	r PSC	6	
		-		Total Credits for Sem IV			18	= *	
				m Specific Courses -MARKETING Seme			17	b	
Sr. No.	Cours Type		Course Code	Course Name	1	Schem	_	Credits	
					L	Т	P		
- 1	PSC-1		Erne T	Retail Marketing and E Commerce	2	0	0	2	
2	PSC-2			Service Marketing	2	0	0	2	
3	PSC-3		nthia <sup>37</sup>	International Marketing	2	0	0	2	
				Tota	Cred	lits for	r PSC	6	
				Total Credits for Sem IV			18		
				Semester IV					
	Progr	,		ourses -HUMAN RESOURCE MANAGEM	1ENT	Seme	ster I	/	
	Course	1	urse	Course Name	Т	eachir	ıg	Credits	
lo.	Type	C	ode	. 0		chem	_		
_					L	Т	Р		
1	PSC-1			HR Operations	2	0	0	2	
				Current Trends in HRM	2	0	0	2	

3	PSC-3	OD and Change Management	2	0	0	2
	150.5	To and change	otal Cred	lits fo	r PSC	6
		Total Credits for Sem I			18	

	Semester IV									
	Program Specific Courses - OPERATIONS MANAGEMENT Semester IV									
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme		_	Credits			
	J.			2	-					
				L	Т	Р				
1	PSC-1		Industry 4.0	2	0	0	2			
2	PSC-2		Enterprise Risk Management	2	0	0	2			
3	PSC-3		Innovation & Technology	2	0	0	2			
			Management							
			Total	Cred	its for	PSC	6			
	·		Total Credits for Sem IV			18	4			

Note: MBA Total Credits for 2025-27 Batch - 106 Credits

8201. 14/5/25 AMUDIAM

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