

## PROGRAM STRUCTURE

### Year 4

#### SEMESTER - 7

SUB CODE	SUBJECT NAME
2577100	Summer Internship Project (SIP)
2577101	Business Analytics (BA)
2577111	Specialization-Marketing_Consumer Behaviour (CB)
2577112	Specialization-Marketing_Integrated Marketing Communications (IMC)
2577113	Specialization-Marketing_Sales and Distribution Management (SDM)
2577121	Specialization-Finance_Security Analysis and Portfolio Management (SAPM)
2577122	Specialization-Finance_Financial Markets and Services (FMS)
2577123	Specialization-Finance_Insurance and Risk Management (IRM)
2577131	Specialization-HRM_Change Management and Organization Development (CMOD)
2577132	Specialization-HRM_Compensation Management (CM)
2577133	Specialization-HRM_Human Resource Audit (HRA)
2577141	Specialization-IBM_International Marketing (IM)
2577142	Specialization-IBM_International Finance (IF)
2577143	Specialization-IBM_International HRM (IHRM)
2577151	Specialization-EFB_Entrepreneurial Finance (EF)
2577152	Specialization-EFB_Family Business Management (FBM)
2577153	Specialization-EFB_E-Business
2577161	Elective_Digital and Social Media Marketing (DSMM)
2577162	Elective_Banking
2577163	Elective_Knowledge Management (KM)
2577164	Elective_EXIM Procedures
2577165	Elective_Social Entrepreneurship (SE)
	<b>Enrichment Course - 7</b>

## PROGRAM STRUCTURE

### Year 4

#### SEMESTER - 8

SUB CODE	SUBJECT NAME (Elective Subjects)
4180501	Supply Chain Management (SCM)
4180502	International Business
4180503	Operations Management
4180504	Case Study Application
4180505	Seminar
4180506	Export - Import Policy, Procedures and Documentation (EIPPD)
4180507	Risk Management
4180508	Product & Brand Management
4180509	Human Resource Development Management
4180510	International Supply Chain Management
	<b>Enrichment Course - 8</b>
	<b>Corporate Internship 4</b>