

21. COURSE MATRIX

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
A) I SEMESTER							
CORE SUBJECTS: 1.1 ECONOMICS FOR MANAGERS 1.2 ORGANIZATIONAL BEHAVIOUR 1.3 ACCOUNTING FOR MANAGERS 1.4 STATISTICS FOR MANAGEMENT 1.5 MARKETING FOR CUSTOMER VALUE 1.6 BUSINESS AND INDUSTRY	6T	6X4	6X3	6X30	6X70	6X100	6X4
SOFT CORE: 1.7 COMMUNICATION SKILLS	1T	1X2	1X3	1X30	1X70	1X100	1X2
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
B) II SEMESTER							
CORE SUBJECTS: 2.1 TECHNOLOGY FOR MANAGEMENT 2.2 MANAGERIAL RESEARCH METHODS 2.3 ENTREPRENEURSHIP AND ETHICS 2.4 HUMAN CAPITAL MANAGEMENT 2.5 FINANCIAL MANAGEMENT 2.6 QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH	6T	6X4	6X3	6X30	6X70	6X100	6X4
SOFT CORE: 2.7 INNOVATION MANAGEMENT	1T	1X2	1X3	1X30	1X70	1X100	1X2
TOTAL CREDITS							26

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
C) III SEMESTER							
CORE SUBJECTS: 3.1 STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE 3.2 PROJECTS AND OPERATIONS MANAGEMENT ELECTIVE SUBJECTS 3.3 FINANCE 3.4 MARKETING 3.5 HUMAN RESOURCES 3.6 HEALTH CARE MANAGEMENT 3.7 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS) 3.8 STARTUPS AND SMES MANAGEMENT <i>THREE ELECTIVES IN SPECIALIZATION STREAMS</i>	5T	5X4	5X3	5X30	5X70	5X100	5X4
3.9 OPEN ELECTIVE:	1T	1X3	1X3	1X30	1X70	1X100	1X3
3.10 PROJECT WORK FOR 4 WEEKS				1X50	-	1X50	1X3
TOTAL CREDITS						26	

SUBJECTS	PAPER	INSTRUCTION HRS/WEEK	DURATION OF EXAM(HRS)	MARKS			CREDITS
				IA	EXAM	TOTAL	
D) IV SEMESTER							
CORE SUBJECT: 4.1 INTERNATIONAL BUSINESS DYNAMICS	4T	4X4	4X3	4X30	4X70	4X100	4X4
ELECTIVE SUBJECTS 4.2 FINANCE 4.3 MARKETING 4.4 HUMAN RESOURCES 4.5 HEALTH CARE MANAGEMENT 4.6 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS) 4.7 STARTUPS AND SMES MANAGEMENT <i>THREE ELECTIVES IN SPECIALIZATION STREAMS</i>							
4.8 DISSERTATION FOR 6 WEEKS	-	4	REPORT EVALUATION VIVA	1X50	1X200	1X250	1X8 1X2
TOTAL CREDITS							26
PROGRAM GRAND TOTAL OF CREDITS							104

ELECTIVES UNDER SPECIALIZATION STREAMS

III SEMESTER	IV SEMESTER
3.3 FINANCE	4.2 FINANCE
3.3.1 INDIAN FINANCIAL SYSTEM	4.2.1 INVESTMENT ANALYSIS AND MANAGEMENT
3.3.2 CORPORATE TAX PLANNING AND MANAGEMENT	4.2.2 INTERNATIONAL FINANCIAL MANAGEMENT
3.3.3 CORPORATE VALUATION AND RESTRUCTURING	4.2.3 RISK MANAGEMENT AND DERIVATIVES
3.4 MARKETING	4.3 MARKETING
3.4.1 RETAILING MANAGEMENT AND SERVICES	4.3.1 STRATEGIC BRAND MANAGEMENT
3.4.2 CONSUMER BEHAVIOR	4.3.2 INTERNATIONAL MARKETING STRATEGY
3.4.3 RURAL AND AGRICULTURAL MARKETING	4.3.3 DIGITAL MARKETING
3.5 HUMAN RESOURCES	4.4 HUMAN RESOURCES
3.5.1 LEARNING AND DEVELOPMENT	4.4.1 STRATEGIC HRM
3.5.2 INDUSTRIAL AND EMPLOYEE RELATIONS	4.4.2 INTERNATIONAL HRM
3.5.3 PERFORMANCE MANAGEMENT SYSTEM	4.4.3 TALENT AND KNOWLEDGE MANAGEMENT
3.6 HEALTH CARE MANAGEMENT	4.5 HEALTH CARE MANAGEMENT
3.6.1 PERSPECTIVES ON HEALTH CARE SECTOR	4.5.1 BASIC MANAGEMENT ASPECTS OF HEALTH CARE
3.6.2 MANAGEMENT OF PUBLIC HEALTH SYSTEMS	4.5.2 STRATEGIC MANAGEMENT IN HEALTH CARE SETTINGS
3.6.3 HEALTH ECONOMICS	4.5.3 MANAGEMENT OF HOSPITAL SERVICES
3.7. BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)	4.6 BANKING FINANCE AND INSURANCE SERVICES MANAGEMENT (BFIS)
3.7.1 STRATEGIC CREDIT MANAGEMENT IN BANKS	4.6.1 BANKING TECHNOLOGY AND MANAGEMENT
3.7.2 INSURANCE PLANNING & MANAGEMENT	4.6.2 INTERNATIONAL FINANCIAL MANAGEMENT
3.7.3 INDIAN FINANCIAL SYSTEM	4.6.3 RISK MANAGEMENT FOR BANKS AND INSURANCE COMPANIES
3.8 STARTUPS AND SMES MANAGEMENT	4.7 STARTUPS AND SMES MANAGEMENT
3.8.1 PERSPECTIVES ON STARTUPS AND SME	4.7.1 TECHNOLOGY AND INNOVATION
3.8.2 BASIC MANAGEMENT ASPECTS OF SMALL BUSINESS	4.7.2 INTERNATIONALIZATION OF SMES
3.8.3 ESTABLISHMENT OF SMES	4.7.3 MANAGEMENT OF STARTUPS