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SCHOOL OF MANAGEMENT  
SAGE UNIVERSITY, BHOPAL

*Sanjeev Agrawal*

# SANJEEV AGRAWAL GLOBAL EDUCATIONAL UNIVERSITY, BHOPAL

Proposed Scheme & Syllabus  
for

**Bachelor of Business Administration (BBA) – Certificate/Diploma/Degree/Honors Degree/  
Research Degree**

in

**Marketing / Finance / HR / IT / Banking & Finance/ Event Management/ Supply Chain  
Management/ Hospital Management/ Digital Marketing/ Business Analytics/ Retail  
Management**

Wef. 2023-2024 (According to NEP 2020)

*6/6/2023*

*6/6/23*

① Combination of Specialization  
fields offered by Institute and  
② Attention in one box file



**School of Management and Commerce**

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## Bachelor of Business Administration (BBA) 4 Years Degree Program

### Program Educational Objectives (PEOs)

**PEO - 1:** After completion of three years' Bachelor of Business Administration (BBA), Students will be capable of making a positive contribution to business, trade and industry in the national and global context.

**PEO - 2:** Students will be able to identify and analyze ethical conflicts and social responsibility issues involving among different stakeholders of the business.

**PEO - 3:** Program offers variety of specialization courses to students which will have a strong foundation to pursue professional careers and take up higher learning courses such as MBA, CA, M. Phil, Ph.D as well as research.

**PEO - 4:** Students with an interest in self-employment, the program offers courses in making them able to initiate and build upon entrepreneurial ventures.

**PEO - 5:** The program will help students in recognizing the need for adapting change and have the aptitude and ability to engage in independent and life-long learning of socio-economic, technological and global change.

### Program Outcomes

#### Program aims at:

**PO 1:** Developing the knowledge, skill and attitude to apply the principles of management science creatively and systematically to solve management problems and work effectively in business and non-business organizations.

**PO 2:** Identifying business opportunities, design and implement innovations in workspace by applying in-depth knowledge and understanding of management such as banking and finance, accounting, marketing, HR, event management, IT along with the tools such as MS Excel, MS Office, etc.

**PO 3:** Demonstrating the critical thinking and the ability to identify and formulate research problems, Review literature, define and analyze management research problems to provide valid conclusions and contextual approaches across a variety of subject matter.

**PO 4:** Applying reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to management practice.

**PO 5:** Exhibit knowledge gained in finance to prove proficiency with the ability to engage in professional courses like CA, CS, ICWA and other courses.

**PO 6:** Students will learn and understand about banking reforms, financial institutions in India and in global context, and will be able to apply the theoretical knowledge to build their carrier in banking and finance sector.

**PO 7:** The students will be able to work well in teams, including virtual settings, inculcate a global mindset, develop functional and general management skills, integrates theories and able to perform strategic analysis.

**PO 8:** Students having specialization in Event Management with media and entertainment can handle work in event and media industry or can be self-entrepreneur in the specialized stream.

**PO 9:** Function effectively as an individual and as a member or leader in teams, in multidisciplinary settings by demonstrating life skills, coping skills and human values as an Event manager.

**PO 10:** Students having specialization in Information Technology can handle work at industrial sector, Software development Companies etc.

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# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## CURRICULUM COMPONENTS

Components		Credits
University Core (Table 1)	Ability Enhancement Courses (06 Courses)	12
	Skill Enhancement Courses (06 Courses)	12
Discipline Core Courses (8 Courses) (Table 2)		32
Discipline Specific Major Electives (8+4 Courses) (Table 3)		32R/48H*
Discipline Specific Minor Electives(6 Courses) (Table 3)		24
Interdisciplinary Minor Electives (04 Courses) (Table 4)		16
Project/Field Internship/Skill Based Project		28H/44R*
<b>Total</b>		<b>172</b>

\* Opt either 04 Specialized Courses (for Honors Degree) or Research Based Industrial Project (for Research Degree)

\*\* Note: Any student opting out after I year / II year will obtain undergraduate Certificate/Diploma respectively in the specific discipline subject to mandatory 450hrs (8-10 week), 10 credit Internship in SUB/Industry/Research organization.



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**Distribution of credits across all components**

SEM.	University Core Courses. (one course = 02 credit) (Table 1)		Discipline Courses (DC) [one course = 4 credit] (Table 2)	Main Faculty (as per prerequisite)		Interdisciplinar y Minor Elective Tracks (Employment Oriented) (Table 4)	Project/ Field Internship/ Skill Based Projects/Research Projects/Industrial Projects	Total
	AEC	SEC		Discipline Specific Elective (one course = 4 credit) (Table 3)				
				(Major)	(Minor)			
I	2	2	4	4	4	4	3(PBL)	23
II	2	2	4	4	4	4	3(PBL)	23
III	2	2	4	4	4	4	3(PBL)	23
IV	2	2	4	4	4	4	3(PBL)	23
V	2	2	-	4+4	4		4(SIP)	20
VI	2	2	-	4+4	4		4(Minor Project)	20
VII			12				8(Major)	20
VIII*			4	16*			16*(Research/Internship Project)	20(4+16*)
<b>Total</b>	<b>12</b>	<b>12</b>	<b>32</b>	<b>32R/32+16*H</b>	<b>24</b>	<b>16</b>	<b>28H/28+16*R</b>	<b>172</b>

\* Opt either 04 Specialized Courses (For Honor's Degree) or Research Based Industrial Project (For Research Degree)  
 Note: PBL- Project Based Learning, SIP- Summer internship Project, SEC- Skill Enhancement Courses, AEC- Ability Enhancement Courses.

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BBA I Semester																	
Course Code	Course Title	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)					GT
		L	T	P			Internal Assessment (IA)					ESE	GT	CE	ESE	ToT	
							MSE	ASG	TA	ATTD	ToT						
Refer Table 1	AEC				2	Refer Table 1											100
Refer Table 1	SEC				2	Refer Table 1											100
MG23DC001	Principles of Management	4	-	-	4	3	20	05	05	10	40	60	100	-	-	-	100
Refer Table 3	DSE Major Track - I				4	Refer Table 3											100
Refer Table 3	DSE Minor Track - II				4	Refer Table 3											100
Refer Table 4	Interdisciplinary Minor Elective Track				4	Refer Table 4											100
MG23PR001	Project Based Learning -I	-	-	6	3	2	-	-	-	-	-	-	-	40	60	100	100
		Total			23												700

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L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

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BBA II Semester																	
Course Code	Course Title	Contact Hours per Week			Credits	ESE Duration (Hours)	Weight age (Theory)							Weight age (Practical)			GT
		L	T	P			Internal Assessment (IA)					ESE	GT	CE*	ESE	ToT	
							MSE	ASG	TA	ATTD	ToT						
Refer Table 1	AEC				2		Refer Table 1										100
Refer Table 1	SEC				2		Refer Table 1										100
MG23DC002	Managerial Economics	4	-	-	4	3	20	05	05	10	40	60	100	-	-	-	100
Refer Table 3	DSE Major Track - I				4	3	Refer Table 3										100
Refer Table 3	DSE Minor Track - II				4	3	Refer Table 3										100
Refer Table 4	Interdisciplinary Minor Elective Track				4	3	Refer Table 4										100
MG23PR002	Project Based Learning -II	-	-	6	3	2								40	60	100	100
		Total			23												700

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BBA III Semester																	
Course Code	Course Title	Contact Hours per Week			Credits	ESE Duration (Hours)	Weight age (Theory)							Weight age (Practical)			GT
		L	T	P			Internal Assessment (IA)					ESE	GT	CE	ESE	ToT	
							MSE	ASG	TA	ATTD	ToT						
Refer Table 1	AEC				2	Refer Table 1											100
Refer Table 1	SEC				2	Refer Table 1											100
MG23DC003	Business Laws	4	-	-	4	3	20	05	05	10	40	60	100	-	-	-	100
Refer Table 3	DSE Major Track - I				4	Refer Table 3											100
Refer Table 3	DSE Minor Track - II				4	Refer Table 3											100
Refer Table 4	Interdisciplinary Minor Elective Track				4	Refer Table 4											100
MG23PR003	Project Based Learning -III	-	-	6	3	2	-	-	-	-	-	-	-	40	60	100	100
		<b>Total</b>			<b>23</b>												<b>700</b>

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

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BBA IV Semester																	
Course Code	Course Title	Contact Hours per Week			Credits	ESE Duration (Hours)	Weight age (Theory)					Weight age (Practical)					GT
		L	T	P			Internal Assessment (IA)					ESE	GT	CE*	ESE	ToT	
							MSE	ASG	TA	ATTD	ToT						
Refer Table 1	AEC				2	Refer Table 1											100
Refer Table 1	SEC				2	Refer Table 1											100
MG23DC004	Strategic Management	4	-	-	4	3	20	05	05	10	40	60	100	-	-	-	100
Refer Table 3	DSE Major Track - I				4	Refer Table 3											100
Refer Table 3	DSE Minor Track - II				4	Refer Table 3											100
Refer Table 4	Interdisciplinary Minor Elective Track				4	Refer Table 4											100
MG23PR004	Project Based Learning -IV	-	-	6	3	2	-	-	-	-	-	-	-	50	50	100	100
		Total			23												700

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BBA V Semester																	
Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)			GT		
		L	T	P			Internal Assessment (IA)					ESE	GT	CE*		ESE	ToT
							MSE	ASG	TA	ATTD	ToT						
Refer Table 1	AEC				2	Refer Table 1										100	
Refer Table 1	SEC				2	Refer Table 1										100	
Refer Table 3	DSE Major Track - I				4	Refer Table 3										100	
Refer Table 3	DSE Major Track - I				4	Refer Table 3										100	
Refer Table 3	DSE Minor Track - II				4	Refer Table 3										100	
MG23PR005	Summer Internship / FieldActivity	-	-	8	4	3	-	-	-	-	-	-	40	60	100	100	
		Total			20											600	

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BBA VI Semester																	
Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)			GT		
		L	T	P			Internal Assessment (IA)					ESE	GT	CE		ESE	ToT
							MSE	ASG	TA	ATTD	ToT						
Refer Table 1	AEC				2	Refer Table 1										100	
Refer Table 1	SEC				2	Refer Table 1										100	
Refer Table 3	DSE Major Track - I				4	Refer Table 3										100	
Refer Table 3	DSE Major Track - I				4	Refer Table 3										100	
Refer Table 3	DSE Minor Track - II				4	Refer Table 3										100	
MG23PR006	Minor Project	-	-	8	4	3	-	-	-	-	-	-	-	40	60	100	100
		Total			20											600	

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

Note: Those who would like to continue their studies in fourth year for obtaining degree of Honors/Research should have completed all the Courses up to third year and obtained a minimum CGPA of 7.5.

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BBA VII Semester																			
Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)							Weightage (Practical)			GT		
		L	T	P			Internal Assessment (IA)					ESE	GT	CE*	ESE			ToT	
							MSE	ASG	TA	ATTD	ToT				Pre Sub	Viva Voce			
SC23UC013	Intellectual Property Rights & Research Publication Ethics	4	-	-	4	3	20	05	05	10	40	60	100	-	-	-	-	100	
MG23UC014	Seminar / Publication	-	-	8	4	3	-	-	-	-	-	-	-	40	-	60	100	100	
MG23UC015	Project Management	3	1	-	4	3	20	05	05	10	40	60	100	-	-	-	-	100	
MG23PR007	Major Project	-	-	16	8	3	-	-	-	-	-	-	-	100	50	50	200	200	
					20														500

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

  
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BBA VIII Semester (For Honors Degree)																	
Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)			GT		
		L	T	P			Internal Assessment (IA)					ESE	GT	CE <sup>+</sup>		ESE	ToT
							MSE	ASG	TA	ATTD	ToT						
MG23MO001	MOOCs	-	-	8	4	3	-	-	-	-	-	-	-	40	60	100	100
Refer Table 3	DSE Major Track -1				4		Refer Table 3										100
Refer Table 3	DSE Major Track -1				4		Refer Table 3										100
Refer Table 3	DSE Major Track -1				4		Refer Table 3										100
Refer Table 3	DSE Major Track -1				4		Refer Table 3										100
		Total			20											500	

BBA VIII Semester (For Research Degree)																		
Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)			GT			
		L	T	P			Internal Assessment (IA)					ESE	GT	CE <sup>+</sup>		ESE		ToT
							MSE	ASG	TA	ATTD	ToT					Pre Sub	Viva Voce	
MG23MO001	MOOCs	-	-	8	4	3	-	-	-	-	-	-	-	40	-	60	100	100
MG23PR008	Research Project/Internship	-	-	32	16	3	-	-	-	-	-	-	-	200	100	100	400	400
		Total			20											500		

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's

Assessment, ATTD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

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**Table 1  
Groups for UC Courses  
2023-24 onwards**

Semester	Course Code	Course Name Group A	CONTACT Hours/Week			Credits	Type
			T	P	P		
I	SC23UC001	Environmental Studies and Disaster Management	2	0	0	2	AEC
	AH23UC002	Hindi	2	0	0	2	SEC
II	TR23UC003	Communication Skills	1	0	2	2	AEC
	CA23UC004	MS Office	0	0	4	2	SEC
III	TR23UC005	Professional Skills-I	0	0	4	2	AEC
	MG23UC006	Entrepreneurship Development	2	0	0	2	SEC
IV	TR23UC007	Quantitative Aptitude and Logical Reasoning	2	0	0	2	AEC
	ET23UC008	Design and Critical Thinking	2	0	0	2	SEC
V	TR23UC009	Professional Skills- II	0	0	4	2	AEC
	MG23UC010	Research Methodology	2	0	0	2	SEC
VI	CM23UC011	Financial Literacy & Banking	2	0	0	2	AEC
	AH23UC012	Indian Culture and Human Values	2	0	0	2	SEC

Note :

- \* Each Course would be of two Credits (1 Theory and 1 Practical) OR (0 Theory and 2 Practical)
- \*\* Each Credit is equivalent to 45 hrs. of student engagement (15 hrs. of Theory teaching in classroom & 30 hrs. of Practical learning / Field Work/Assignment /Self-learning)

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Table: 2  
Discipline Core Courses  
2023-24 onwards

Semester	Course Code	Discipline Core
I	MG23DC001	Principles of Management
II	MG23DC002	Managerial Economics
III	MG23DC003	Business Laws
IV	MG23DC004	Strategic Management

  
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**Table: 3**  
Discipline Specific Electives (DSE)  
(Select Any Two)  
2023-24 onwards

Semester	Tracks					
	Marketing	Finance	Human Resource	Information Technology	Event Management	Banking & Finance
I	Fundamentals of Marketing (MG23MM001)	Fundamentals of Business Accounting (MG23FM001)	Fundamentals of Human Resource Management (MG23HR001)	Introduction to Operating System (MG23IT001)	Basics of Event Management (MG23EM001)	Introduction to Banking (MG23BF001)
II	Sales and Distribution Management (MG23MM002)	Financial Management (MG23FM002)	Organization Development & Change (MG23HR002)	Fundamentals of IT in Business Process (MG23IT002)	Event Accounting (MG23EM002)	Indian Banking System (MG23BF002)
III	Consumer Behaviour (MG23MM003)	Management Accounting (MG23FM003)	Human Resource Planning & Development (MG23HR003)	E-Business Technology (MG23IT003)	Event Marketing Strategy (MG23EM003)	Management of Financial Services & Institutions (MG23BF003)
IV	Marketing Research (MG23MM004)	Working Capital Management (MG23FM004)	Compensation Management (MG23HR004)	Information Technology and Regulatory Compliance (MG23IT004)	Event Logistics and Coordination (MG23EM004)	Retail Banking (MG23BF004)
V	1.Services Marketing (MG23MM005) 2. Retail Management (MG23MM006)	1. Foreign Exchange Management (MG23FM005) 2. Investment Analysis And Portfolio Management (MG23FM006)	1. Training & Development (MG23HR005) 2. Leadership & Team Building (MG23HR006)	1. Big Data (MG23IT005) 2. Database Management Systems (MG23IT006)	1. Event Advertising and Media Management (MG23EM005) 2. Legal issues in Event Management (MG23EM006)	1. Investment Management (MG23BF005) 2. Banking & Insurance Marketing (MG23BF006)
VI	1. Integrated Marketing Communication (MG23MM007) 2. Rural Marketing (MG23MM008)	1. Financial Institutions and Markets (MG23FM007) 2. Financial Services (MG23FM008)	1. Performance Management (MG23HR007) 2. E-HRM (MG23HR008)	1. Fundamentals of Web Programming (MG23IT007) 2. Internet of Things (MG23IT008)	1. Event Planning (MG23EM007) 2. Evaluation of Cultural Events (MG23EM008)	1. Risk Management in Banks (MG23BF007) 2. International Banking (MG23BF008)
VII						
VIII	Social Media Marketing (MG23MM009)	Risk Analysis And Management (MG23FM009)	Industrial Relations & Labour Laws (MG23HR009)	Computer Networks (MG23IT009)	Service Marketing (MG23EM009)	Agricultural Finance & Corporations (MG23BF009)
	International Marketing (MG23MM010)	Corporate Tax Planning (MG23FM010)	Strategic Human Resource Management (MG23HR010)	Software Engineering (MG23IT010)	Event Advertising (MG23EM010)	Rural Banking & Micro Finance (MG23BF010)
	Advertising Management (MG23MM011)	International Finance (MG23FM011)	Employee Welfare and Social Security (MG23HR011)	Human Computer Interaction (MG23IT011)	Event Marketing and Exhibitions (MG23EM011)	Legal Framework of BFSI (MG23BF011)
	Product and Brand Management (MG23MM012)	Financial Derivatives (MG23FM012)	International HRM (MG23HR012)	Cyber Security (MG23IT012)	Managing Special Events (MG23EM012)	Marketing of Insurance Products (MG23BF012)

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Semester	Tracks					
	Supply Chain Management	Retail Management	Digital Marketing	International Business	Health Care Management	Data Analytics
I	Introduction to supply Chain (MG23SM001)	Basics of Marketing (MG23RM001)	E - Commerce Essentials (IN23DM001)	International Business Environment (IN23IB001)	Introduction to Healthcare Industry (MG23HC001)	Introduction to Data Analytics (MG23DA001)
II	Facilities Management (MG23SM002)	Retail Management (MG23RM002)	Social Media Marketing (IN23DM002)	International Business Essentials (IN23IB002)	Medical Terminology (MG23HC002)	Introduction to Business Statistics (MG23DA002)
III	E - Commerce (MG23SM003)	Retail E-commerce (MG23RM003)	Digital Branding (IN23DM003)	International Marketing (IN23IB003)	Healthcare Marketing & Sales (MG23HC003)	Introduction to MS Excel (MG23DA003)
IV	Supply chain Practices and Procedures (MG23SM004)	Customer Relationship Management in Retail (MG23RM004)	Digital Payments and Lending (IN23DM004)	International Trade Operations (IN23IB004)	Healthcare Informatics (MG23HC004)	Basics of Python for Data Analytics (MG23DA004)
V	1 International Operations and Global Supply Chain (MG23SM005) 2 Physical Distribution and Logistics (MG23SM006)	1 Retail Sales Management (MG23RM005) 2 Retail Advertisement (MG23RM006)	1. Digital Risk, Compliance and Cyber Security (IN23DM005) 2. E- Commerce Marketing Strategy (IN23DM006)	1. International Business Strategy (IN23IB005) 2. Foreign Exchange Management (IN23IB006)	1. Healthcare Operations & Service Relations (MG23HC005) 2. Healthcare Audit & Quality Management (MG23HC006)	1. Foundation of Data Science (MG23DA005) 2. Data Mining & Warehousing (MG23DA006)
VI	1 Green and Sustainable Supply Chain (MG23SM007) 2 Supply Chain Modeling (MG23SM008)	1 Store Operations (MG23RM007) 2 Retail Brand Management (MG23RM008)	1. Project Management (IN23DM007) 2. Integrated Market Communication (IN23DM008)	1. Visual Merchandising & Space Management (IN23IB007) 2. International Law (IN23IB008)	1. Hospital Design and Management (MG23HC007) 2. Introduction to Healthcare Analytics (MG23HC008)	1. Predictive Analytics (MG23DA007) 2. Marketing Analytics (MG23DA008)
VII						
VIII	Quality Management in Supply Chain (MG23SM009)	Merchandising and Category Management (MG23RM009)	Digital Advertisements and Promotion (IN23DM009)	Intellectual Property Rights (IN23IB009)	Digital Healthcare (MG23HC009)	Business Intelligence & Reporting (MG23DA009)
	Supply Chain Risk and Adaptation (MG23SM010)	Retail Logistics (MG23RM010)	Content Marketing (IN23DM010)	Mergers and Acquisitions (IN23IB010)	Health System & Hospitals (MG23HC010)	Fundamental of Data Base Management (MG23DA010)
	Retail Supply Chain Management (MG23SM011)	Store Design and Visual Merchandising (MG23RM011)	Affiliate Marketing (IN23DM011)	International Financial Management (IN23IB011)	Healthcare Law and Ethics (MG23HC011)	Big Data Analytics (MG23DA011)
	Freight Transport & Warehouse Management (MG23SM012)	International Retailing (MG23RM012)	Visualization Tools and Techniques (IN23DM012)	International Consumer Behaviour (IN23IB012)	Healthcare Innovation & Entrepreneurship (MG23HC012)	Data Science for Business (MG23DA012)

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Table: 3.1

Track: Marketing


Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)							Weightage (Practical)			GT
			L	T	P			Internal Assessment (IA)					ESE	GT	CE	ESE	ToT	
								MSE	ASG	TA	ATTB	ToT						
I	MG23MM001	Fundamentals of Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
II	MG23MM002	Sales and Distribution Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
III	MG23MM003	Consumer Behaviour	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
IV	MG23MM004	Marketing Research	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
V	MG23MM005	Service Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23MM006	Retail Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VI	MG23MM007	Integrated Marketing Communication	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23MM008	Rural Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VIII	MG23MM009	Social Media Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23MM010	International Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23MM011	Advertising Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23MM012	Product and Brand Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100

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Table: 3.2  
Track: Finance


Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)		Weightage (Theory)						Weightage (Practical)			GT	
			L	T	P		MS	E	Internal Assessment (IA)					ESE	GT	CE*	ESE		ToT
									ASG	TA	ATTD	ToT							
I	MG23FM001	Fundamental of Business Accounting	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
II	MG23FM002	Financial Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
III	MG23FM003	Management Accounting	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
IV	MG23FM004	Working Capital Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
V	MG23FM005	Foreign Exchange Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
	MG23FM006	Investment Analysis And Portfolio Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
VI	MG23FM007	Financial Institutions and Markets	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
	MG23FM008	Financial Services	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
VIII	MG23FM009	Risk Analysis And Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
	MG23FM010	Corporate Tax Planning	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
	MG23FM011	International Finance	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	
	MG23FM012	Financial Derivatives	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100	

  
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**Table: 3.3**  
**Track: Human Resource**

Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)			GT		
			L	T	P			Internal Assessment (IA)					ESE	GT	CE <sup>2</sup>		ESE	ToT
								MS	ASG	TA	ATTD	ToT						
			E															
I	MG23HR001	Fundamentals of Human Resource Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
II	MG23HR002	Organization Development & Change	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
III	MG23HR003	Human Resource Planning & Development	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
IV	MG23HR004	Compensation Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
V	MG23HR005	Training & Development	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HR006	Leadership & Team Building	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VI	MG23HR007	Performance Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HR008	E-HRM	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VIII	MG23HR009	Industrial Relations & Labour Laws	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HR010	Strategic Human Resource Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HR011	Employee Welfare and Social Security	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HR012	International HRM	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100

  
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Table: 3.4

Track: Information Technology

Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)					GT
			L	T	P			Internal Assessment (IA)					ESE	GT	CE*	ESE	ToT	
								MS	ASG	TA	ATTD	ToT						
I	MG23IT001	Introduction to Operating System	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
II	MG23IT002	Fundamentals of IT in Business Process	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
III	MG23IT003	E-Business Technology	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
IV	MG23IT004	Information Technology and Regulatory Compliance	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
V	MG23IT005	Big Data	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23IT006	Database Management System	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VI	MG23IT007	Fundamentals of Web Programming	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23IT008	Internet of Things	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VIII	MG23IT009	Computer Networks	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23IT010	Software Engineering	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23IT011	Human Computer Interaction	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23IT012	Cyber Security	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100

  
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Table: 3.5  
Track: Event Management

Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)										GT					
			L	T	P			Internal Assessment (IA)					Weightage (Practical)										
								ESE	GT	CE <sup>^</sup>	ESE	TeT	ESE	GT	CE <sup>^</sup>	ESE	TeT						
																			MS	ASG	TA	ATTD	ToT
																			E				
I	MG23EM001	Basics of Event Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
II	MG23EM002	Event Accounting	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
III	MG23EM003	Event Marketing Strategy	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
IV	MG23EM004	Event Logistics and Coordination	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
V	MG23EM005	Event Advertising and Media Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
	MG23EM006	Legal issues in Event Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
VI	MG23EM007	Event Planning	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
	MG23EM008	Evaluation of Cultural Events	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
VIII	MG23EM009	Service Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
	MG23EM010	Event Advertising	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
	MG23EM011	Event Marketing and Exhibitions	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					
	MG23EM012	Managing Special Events	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100					

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Table: 3.6  
Track: Banking & Finance

Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT	
			L	T	P			Internal Assessment (IA)					ESE	GT	CE	ESE		ToT
								MS	ASG	TA	ATTD	ToT						
			E															
I	MG23BF001	Introduction to Banking	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
II	MG23BF002	Indian Banking System	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
III	MG23BF003	Management of Financial Services & Institutions	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
IV	MG23BF004	Retail Banking	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
V	MG23BF005	Investment Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23BF006	Banking & Insurance Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VI	MG23BF007	Risk Management in Banks	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23BF008	International Banking	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VIII	MG23BF009	Agricultural Finance & Cooperation	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23BF010	Rural Banking and Micro Finance	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23BF011	Legal Framework of BFSI	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23BF012	Marketing of Insurance Products	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100

  
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Table: 3.7

Track: Supply Chain Management

Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT	
			L	T	P			Internal Assessment (IA)						ESE	GT	ESE		ToT
								MSK	ASC	TA	ATTD	ToT						
I	MG23SM001	Introduction to supply Chain	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
II	MG23SM002	Facilities Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
III	MG23SM003	E-Commerce	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
IV	MG23SM004	Supply chain Practices and Procedures	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
V	MG23SM005	International Operations and Global Supply Chain	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
	MG23SM006	Physical Distribution and Logistics	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
VI	MG23SM007	Green and Sustainable Supply Chain	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
	MG23SM008	Supply Chain Modeling	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
VIII	MG23SM009	Quality Management in Supply Chain	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
	MG23SM010	Supply Chain Risk and Adaptation	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
VIII	MG23SM011	Retail Supply Chain Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	
	MG23SM012	Freight Transport & Warehouse Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	100	

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Table: 3.8

## Track: Retail Management

Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)			GT		
			L	T	P			Internal Assessment (IA)					ESE	GT	CE*		ESE	ToT
								MSE	ASG	TA	ATTD	ToT						
i	MG23RM001	Basics of Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
ii	MG23RM002	Retail Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
iii	MG23RM003	Retail E-commerce	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
iv	MG23RM004	Customer Relationship Management in Retail	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
v	MG23RM005	Retail Sales Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23RM006	Retail Advertisement	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
vi	MG23RM007	Store Operations	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23RM008	Retail Brand Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
viii	MG23RM009	Merchandising and Category Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23RM010	Warehousing Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23RM011	Store Design and Visual Merchandising	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
x	MG23RM012	International Retailing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100

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Table: 3.9

Track: Digital Marketing (iNurture)

Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)			GT		
			L	T	P			Internal Assessment (IA)					ESE	GT	CE*		ESE	ToT
								MS E	ASG	TA	ATTD	ToT						
I	IN23DM001	E-Commerce Essentials	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
II	IN23DM002	Social Media Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
III	IN23DM003	Digital Branding	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
IV	IN23DM004	Digital Payments and Lending	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
V	IN23DM005	Digital Risk, Compliance and Cyber Security	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23DM006	E-Commerce Marketing Strategy	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VI	IN23DM007	Project Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23DM008	Integrated Market Communication	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VIII	IN23DM009	Digital Advertisements and Promotion	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23DM010	Content Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23DM011	Affiliate Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23DM012	Visualization Tools and Techniques	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100

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Table: 3.10

Track: International Business (iNurture)

Semester	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)					Weightage (Practical)			GT		
			L	T	P			Internal Assessment (IA)					ESE	GT	CE*		ESE	ToT
								MSE	ASG	TA	ATTD	ToT						
i	IN23IB001	International Business Environment	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
ii	IN23IB002	International Business Essentials	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
iii	IN23IB003	International Marketing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
iv	IN23IB004	International Trade Operations	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
v	IN23IB005	International Business Strategy	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23IB006	Foreign Exchange Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
vi	IN23IB007	Visual Merchandising & Space Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23IB008	International Law	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
viii	IN23IB009	Intellectual Property Rights	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23IB010	Mergers and Acquisitions	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23IB011	International Financial Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	IN23IB012	International Consumer Behaviour	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100

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Table: 3.11

## Track: Healthcare Management (Seekho)

Semester	Course Code	Course Name	Contact Hours per Week			Credits	Weightage (Theory)					Weightage (Practical)			GT			
			L	T	P		Internal Assessment (IA)					ESE	GT	CE*		ESE	ToT	
							MS	ASG	TA	ATTD	ToT							
																		E
I	MG23HC001	Introduction to Healthcare Industry	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
II	MG23HC002	Medical Terminology	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
III	MG23HC003	Healthcare Marketing & Sales	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
IV	MG23HC004	Healthcare Informatics	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
V	MG23HC005	Event Advertising and Media Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HC006	Legal issues in Event Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VI	MG23HC007	Event Planning	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HC008	Evaluation of Cultural Events	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
VIII	MG23HC009	Digital Healthcare	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HC010	Health Systems & Hospitals	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HC011	Healthcare Law and Ethics	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100
	MG23HC012	Healthcare Innovation & Entrepreneurship	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100

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Table: 3.12

Track: Data Analytics (Seekho)

Sl. No.	Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)										GT										
			L	T	P			Internal Assessment (IA)					Weightage (Practical)															
								MS E	ASG	TA	ATTD	ToT	ESE	GT	CE*	ESE	ToT											
i	MG23DA001	Introduction to Data Analytics	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
ii	MG23DA002	Introduction to Business Statistics	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
iii	MG23DA003	Introduction to MS Excel	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
iv	MG23DA004	Basics of Python for Data Analytics	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
v	MG23DA005	Foundation of Data Science	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
	MG23DA006	Data Mining & Warehousing	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
vi	MG23DA007	Predictive Analytics	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
	MG23DA008	Marketing Analytics	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
viii	MG23DA009	Business Intelligence & Reporting	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
	MG23DA010	Fundamental of Data Base Management	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
	MG23DA011	Big Data Analytics	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										
	MG23DA012	Data Science for Business	4	-	-	4	3	20	5	5	10	40	60	100	-	-	-	100										

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Table 2: Interdisciplinary Minor Elective Courses  
(Select any one track) 2023-24 Onwards

S. No	Name of the Offering School	Minor Specialization Track	Minor Elective	Code	Course	Contact Hours / Week				Credits	Theory						Practical			GT		
						L	T	P			MSE	ASG	TA	ATTD	ESE	Total	CE	ESE	Total			
1	School of Engineering & Technology	Digital Marketing	I	ET23DM001	Web Development Fundamentals	2	0	4	4									40	60	100	100	
			II	ET23DM002	Introduction to Digital Marketing	2	0	4	4										40	60	100	100
			III	ET23DM003	Search Engine Optimization and Social Media Marketing	2	0	4	4										40	60	100	100
			IV	ET23DA004	Web Analytics	2	0	4	4										40	60	100	100
		Data Analytics	I	ET23 DA001	Data Analytics Fundamentals	2	0	4	4										40	60	100	100
			II	ET23DA002	Business Analytics	2	0	4	4										40	60	100	100
			III	ET23DA003	R Programming	2	0	4	4										40	60	100	100
			IV	ET23DA004	Data Visualization	2	0	4	4										40	60	100	100
		Web Designing	I	ET23WD001	Web Designing Fundamentals	2	0	4	4										40	60	100	100
			II	ET23WD002	Dynamic Website with Javascript	2	0	4	4										40	60	100	100
			III	ET23WD003	Introduction to XML	2	0	4	4										40	60	100	100
			IV	ET23WD004	Web Application Development	2	0	4	4										40	60	100	100
		Programming	I	ET23PR001	Core Java	2	0	4	4										40	60	100	100
			II	ET23PR002	Advanced Java	2	0	4	4										40	60	100	100
			III	ET23PR003	Python Programming	2	0	4	4										40	60	100	100
			IV	ET23PR004	Web Application Development	2	0	4	4										40	60	100	100
Tours & Travel Management	I	AH23TT001	Hospitality Etiquettes	2	0	4	4										40	60	100	100		
	II	AH23TT002	World Heritage Sites of MIP	2	0	4	4										40	60	100	100		
	III	AH23TT003	Medical Tourism	2	0	4	4										40	60	100	100		
	IV	AH23TT004	International Travel Assistance	2	0	4	4										40	60	100	100		
Laboratory Management	I	SC23LM001	Microbio & Biotech Lab. Skills	0	0	8	4										40	60	100	100		
	II	SC23LM002	Chemistry Lab Skills	0	0	8	4										40	60	100	100		
	III	SC23LM003	Electronics & Electrical Lab Skills	0	0	8	4										40	60	100	100		
	IV	SC23LM004	Physics Lab Skills	0	0	8	4										40	60	100	100		
Horticulture	I	AG23HR001	Production Technology for Vegetable and Spices	2	0	4	4										40	60	100	100		
	II	AG23HR002	Production Technology for Fruit and Plantation Crops	2	0	4	4										40	60	100	100		
	III	AG23HR003	Diseases of Field and Horticultural Crops and their Management - I	2	0	4	4										40	60	100	100		
	IV	AG23HR004	Diseases of Field and Horticultural Crops and their Management - II	2	0	4	4										40	60	100	100		

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Sl. No.	Department	Course Code	Course Title	Credits	Prerequisites	Co-requisites	ECTS
5	Agri Business	AG23AB001	Management-II Agricultural Finance and Cooperation	2	0	4	4
		AG23AB002	Agricultural Marketing Trade & Prices	2	0	4	4
		AG23AB003	Entrepreneurship Development and Business Communication	2	0	4	4
		AG23AB004	Farm Management, Production & Resource Economics	2	0	4	4
	Basic Accounting Skills	CM23BA001	Financial Accounting	4	0	0	4
		CM23BA002	Tally	3	0	2	4
		CM23BA003	Personal Taxation	4	0	0	4
		CM23BA004	Direct and Indirect Taxes	4	0	0	4
	Retail Management & Merchandising	MG23RM001	Retail Management	4	0	0	4
		MG23RM002	Merchandising	4	0	0	4
		MG23RM003	Supply Chain Management	4	0	0	4
		MG23RM004	E Business	4	0	0	4
	Investment Management	MG23IM001	Introduction to Financial Markets	4	0	0	4
		MG23IM002	Fundamental & Technical Analysis of Investment	4	0	0	4
		MG23IM003	Risk Management	4	0	0	4
		MG23IM004	Introduction to Derivatives	4	0	0	4
Sketching & Painting	DN23SP001	Sketching-I	0	0	8	4	
	DN23SP002	Sketching-II	0	0	8	4	
	DN23SP003	Painting-I	0	0	8	4	
	DN23SP004	Painting-II	0	0	8	4	
Interior Design	DN23ID001	Building Materials & Processes	0	0	8	4	
	DN23ID002	Elements of Interior Spaces	0	0	8	4	
	DN23ID003	Basics of Lighting Design	0	0	8	4	
	DN23ID004	Building Services	0	0	8	4	
Apparel Design	DN23AD001	Fashion Illustration-I	0	0	8	4	
	DN23AD002	Dyeing and Printing Techniques	0	0	8	4	
	DN23AD003	Surface Exploration I	0	0	8	4	
	DN23AD004	Surface Exploration II	0	0	8	4	
Dance	PA23DN001	Techniques and Theatrical Performance of Dance I	0	0	8	4	
	PA23DN002	Techniques and Theatrical Performance of Dance II	0	0	8	4	
	PA23DN003	Techniques and Theatrical Performance of Dance III	0	0	8	4	
	PA23DN004	Techniques and Theatrical Performance of Dance IV	0	0	8	4	

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7	Music	I	PA23MC001	Musical Roots and Theatrical Performance I	0	0	8	4	40	60	100	100
		II	PA23MC002	Musical Roots and Theatrical Performance II	0	0	8	4	40	60	100	100
		III	PA23MC003	Musical Roots and Theatrical Performance III	0	0	8	4	40	60	100	100
		IV	PA23MC004	Musical Roots and Theatrical Performance IV	0	0	8	4	40	60	100	100
	Theatre	I	PA23TR001	Basics of Acting Production I	0	0	8	4	40	60	100	100
		II	PA23TR002	Drama Production II	0	0	8	4	40	60	100	100
		III	PA23TR003	Drama Production III	0	0	8	4	40	60	100	100
		IV	PA23TR004	Drama Production IV	0	0	8	4	40	60	100	100
	Basic Media Production Techniques	I	JM23MP001	Photography	0	0	8	4	40	60	100	100
		II	JM23MP002	Videography	0	0	8	4	40	60	100	100
		III	JM23MP003	Script Writing	0	0	8	4	40	60	100	100
		IV	JM23MP004	Audio Visual Editing	0	0	8	4	40	60	100	100
	Advertising and Public Relations	I	JM23AP001	Introduction to Advertising	0	0	8	4	40	60	100	100
		II	JM23AP002	Content Creation	0	0	8	4	40	60	100	100
		III	JM23AP003	Introduction to Public Relations	0	0	8	4	40	60	100	100
		IV	JM23AP004	Tools and Techniques of Public Relations	0	0	8	4	40	60	100	100
8	School of Journalism and Mass Communication											

  
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GROUP	School of Management, School of Commerce, School of Arts Humanities and Social Sciences, School of Law and Legal Studies, School of Performing Arts, School of Journalism and Mass Communication, School of Design, School of Sciences, SIRT- Pharmacy, SAGE College of Nursing, School of Computer Application, School of Advanced Computing, School of Engineering and Technology, School of Agriculture													
	Semester	Course Code	Course Name Group A	CONTACT hours/week			Credits	Type	Course Code	Course Name Group B	CONTACT hours/week			Credits
L				T	P	L					T	P		
I	SC23UC001	Environmental Studies and Disaster Management	2	0	0	2	AEC	TR23UC003	Communication Skills	1	0	2	2	AEC
	AH23UC002	Hindi	2	0	0	2	SEC	CA23UC004	MS Office	0	0	4	2	SEC
	TR23UC003	Communication Skills	1	0	2	2	AEC	SC23UC001	Environmental Studies and Disaster Management	2	0	0	2	AEC
II	CA23UC004	MS Office	0	0	4	2	SEC	AH23UC002	Hindi	2	0	0	2	SEC
	TR23UC005	Professional Skills-I	0	0	4	2	AEC	TR23UC007	Quantitative Aptitude and Logical Reasoning	2	0	0	2	AEC
III	MG23UC006	Entrepreneurship Development	2	0	0	2	SEC	ET23UC008	Design and Critical Thinking	2	0	0	2	SEC
	TR23UC007	Quantitative Aptitude and Logical Reasoning	2	0	0	2	AEC	TR23UC005	Professional Skills-I	0	0	4	2	AEC
IV	ET23UC008	Design and Critical Thinking	2	0	0	2	SEC	MG23UC006	Entrepreneurship Development	2	0	0	2	SEC
	TR23UC009	Professional Skills-II	0	0	4	2	AEC	CM23UC011	Financial Literacy & Banking	2	0	0	2	AEC
V	MG23UC010	Research Methodology	2	0	0	2	SEC	AH23UC012	Indian Culture and Human Values	2	0	0	2	SEC
	CM23UC011	Financial Literacy & Banking	2	0	0	2	AEC	TR23UC009	Professional Skills- II	0	0	4	2	AEC
VI	AH23UC012	Indian Culture and Human Values	2	0	0	2	SEC	MG23UC010	Research Methodology	2	0	0	2	SEC

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