

# Program Architecture 2019-21.

## Program Structure

The program is spread across two years consisting of six trimesters made up of 10 modules

- First year has three trimesters with 70 credits.
- Second year three trimesters with 50 credits.
- Total credits 120
- One credit is Ten hours of class room teaching.

## First Year: Trimester I

### Module I: Foundation

To bring all the students on same level of learning, the following subjects will be covered:

1. Learning Management 1.0 credit
2. Financial Accounting 1.0 credit
3. Quantitative Skills 1.0 credit
4. Basics of Economics 1.0 credit
5. Case based learning 1.0 credit
6. Basics of Communication 1.0 credit

**Total 6.0 credits**

At the end of Foundation module the students will be assessed for their improvement through assignments.

### Module II: Foundation of Business Decision

The module will lay the foundation of Management the module will cover following subjects:

1. Principles of Management 2.0 credit
2. Marketing Management I 2.0 credit
3. Financial Statement analysis 2.0 credit
4. Business Statistics 2.0 credit
5. Business Computing 2.0 credit
6. Micro Economics 2.0 credit
7. NEN – Basics of Entrepreneurship 12.0 credit
8. Managerial Communication 1 2.0 credit
9. People Management 1 1.5 credit

**Total 17.5 Credits**

## First Year Trimester II

### Module III: Positioning in the competitive environment (1):

This module will focus developing Domain knowledge of participants in various areas of Management

1. Financial Management (1) 1.5 credit
2. Macro Economics 2.0 credit
3. Marketing Management 2.0 credit
4. Managerial Communication (2) 2.0 credit
5. People Management (2) 1.5 credit
6. Dayitva 1.0 credit
7. Business Operations Management 1.5 credit
8. NEN- Basics of Entrepreneurship 2.0 credit

**Total 13.5 Credits**

### Module IV: Positioning in the Competitive Environment (2)

1. Financial Management (2) 1.5 credit
2. Business Operations Management(2) 1.5 credit
3. Cost Management 2.0 credit
4. Business Law 1.5 credit
5. HRM 2.0 credit
6. NEN -Advanced Entrepreneurship 1 2.0 Credit
7. Dayitva 1.0 credit

**Total 11.5 Credits**

## First Year: Trimester III

### 1. Module V: Decision Tools

This course will bring together the following subjects:

1. Corporate Strategy 3.0 credit
2. Decision Science 2.0 credit
3. Business Info. System 2.0 credit
4. Financial Market 1.5 credit
5. Market Research 2.0 credit
6. Taxation 1.0 credit
7. Dayitva 1.0 credit

**Total 12.5 Credits**

### Module VI: Application of learning program

1. New Technology for Business 2.0 credit
2. Industry Immersion project 2.0 credit
3. Summer Internship\*2.0 credit
4. NEN –Advanced Entrepreneurship 2 2.0 credit
5. Dayitva 1.0 credit

**Total 9.0 Credit**

**The summer internship will be for a period of 8 weeks and will cover 2 credits**

## Specialization :

- Finance
- Marketing
- Human Resources
- Operations

**Note:- To facilitate the right delivery and collective learning mechanism, Specialization will be offered subject to minimum Enrolment of 10 Students.**

## Second Year

### Specialization: Finance

#### Second year Trimester IV

##### Module VII

###### Common Subjects

1. Strategic Management of Services 3.0 credit
2. Competing in Global Markets 3.0 credit

###### Finance electives

1. Investment analysis and Portfolio Mgmt. 3.0 credit
2. Managing Banks and Financial Institutions 3.0 credit
3. Project Appraisal and Finance 3.0 credit
4. Valuation 3.0 credit
5. Financial Derivatives 3.0 Credit

**Total 21.0 Credits**

#### Second Year Trimester V

##### Module VIII

###### Common Subjects

1. Corporate Governance 3.0 credit
2. Planning Structuring and Financing Small Business 3.0 credit

###### Finance Electives

1. Financial Markets and Services 3.0 credit
2. Mergers ,Acquisition and Corporate restructuring 3.0 credit
3. International Finance 3.0 credit
4. Corporate Taxation 3.0 credit
5. Fixed Income 3.0 credit

**Total 21 Credits**

## Second Year Trimester VI

Module IX and X

Capstone Project 8 Credits

## Second Year

### Specialization Marketing

#### Second Year Trimester IV

##### Module VII Specialization

###### Common Subjects

1. Strategic Management of Services 3.0 credit
2. Competing in Global Markets 3.0 credit

###### Marketing electives

1. Consumer Behaviour and Market Strategy 3.0 credit
2. Retail Management 3.0 credit
3. Sales and Distribution Management 3.0 credit
4. Integrated Marketing Communications 3.0 credit
5. Digital and Social Media Marketing 3.0 Credit

**Total 21.0 Credit**

#### Second Year Trimester V

##### Module VIII

###### Common Subjects

1. Corporate Governance 3.0 credit
2. Planning Structuring and Financing Small Business 3.0 credit

###### Marketing Electives

1. Product and Brand Management 3.0 credit
2. Marketing to base of pyramid consumers 3.0 credit
3. Pricing 3.0 credit
4. Customer Relationship Management 3.0 credit
5. B2 B Marketing 3.0 credit

**Total Credit 21 credit**



## Second year Trimester VI

Module IX and X

Capstone Project 8 credits

## Second Year

### Specialization Human Resource

#### Second year Trimester IV

##### Module VII Specialization

###### Common Subjects

1. Strategic Management of Services 3.0 credit
2. Competing in Global Markets 3.0 credit

###### HRM electives

1. Manpower planning ,Recruitment and Selection 3.0 credit
2. Human resource Metrics and Analytics 3.0 credit
3. Compensation and Benefits Management 3.0 credit
4. Performance Management Systems 3.0 credit
5. Team Dynamics at Work 3.0 Credit

**Total** **21.0 Credit**

#### Second year Trimester V

##### Module VIII

###### Common Subjects

1. Corporate Governance 3.0 credit
2. Planning Structuring and Financing Small Business 3.0 credit

###### HRM Electives

1. Learning Organization and Change Management 3.0 credit
2. Strategic HRM 3.0 credit
3. International HRM 3.0 credit
4. Labour laws 3.0 credit
5. Industrial Relations 3.0 credit

**Total Credit** **21 credit**

## Second Year Trimester VI

Module IX and X

Capstone Project 8 credits

## Second Year

### Specialization Operation

#### Trimester IV

##### Module VII Specialization

###### Common Subjects

1. Strategic Management of Services 3.0 credit
2. Competing in Global Markets 3.0 credit

###### Operations electives

1. Supply chain and Logistics Management 3.0 credit
2. Quality Toolkit for Managers 3.0 credit
3. Operations Strategy 3.0 credit
4. Pricing and Revenue Management 3.0 credit
5. Sales and Operations Planning 3.0 Credit

**Total**

**21.0 Credit**

#### Trimester V

##### Module VIII

###### Common Subjects

1. Corporate Governance 3.0 credit
2. Planning Structuring and Financing Small Business 3.0 credit

###### HRM Electives

1. Behavioural Operations Management 3.0 credit
2. Operation Research Application 3.0 credit
3. Management of Manufacturing 3.0 credit
4. Sourcing Management 3.0 credit
5. Supply Chain Analytics 3.0 credit

**Total Credit**

**21 credit**

## Trimester VI

Module IX and X

Capstone Project8 Credits

