

DR. B. C. ROY ENGINEERING COLLEGE, DURGAPUR

DEPARTMENT: FACULTY OF MANAGEMENT STUDIES

MBA 3RD SEMESTER (AY 2022-23)

NEW SYLLABUS

SL. NO.	PAPER CODE	PAPER NAME	Course Offered (Yes/No)	NO. OF STUDENTS ENROLLED IN & COMPLETED THE COURSE
1	MM 302	DIGITAL & SOCIAL MEDIA MARKETING	Yes	35
2	MM 304	MARKETING RESEARCH	Yes	35
3	MM 301	B2B MARKETING	Yes	20
4	MM 303	IMC/ PROMOTION STRATEGY	Yes	20
5	FM 301	TAXATION	Yes	14
6	FM 304	CORPORATE FINANCE	Yes	14
7	FM 302	PROJECT APPRAISAL & FINANCE	Yes	13
8	FM 303	BEHAVIORAL FINANCE	Yes	13
9	HR 302	HR METRICS AND ANALYTICS	Yes	10
10	HR 304	ORGANIZATIONAL DESIGN	Yes	10
11	HR 301	TEAM DYNAMICS AT WORK	Yes	15
12	HR 303	CROSS CULTURAL MANAGEMENT	Yes	15
13	MIS 301	RELATIONAL DATABASE MANAGEMENT SYSTEM	Yes	11
14	MIS 302	E-COMMERCE & DIGITAL MARKETS	Yes	11

*Somroop Siddhanta*

PROF. (DR.) SOMROOP SIDDHANTA

**Head**  
**Faculty of Management Studies**  
Dr. B. C. Roy Engineering College, Durgapur



**DR. B. C. ROY ENGINEERING COLLEGE, DURGAPUR**  
**DEPARTMENT: FACULTY OF MANAGEMENT STUDIES**  
**MBA 4TH SEMESTER (AY 2022-23)**

**NEW SYLLABUS**

SL. NO.	PAPER CODE	PAPER NAME	Course Offered (Yes/No)	NO. OF STUDENTS ENROLLED IN & COMPLETED THE COURSE
1	MM 401	CONSUMER BEHAVIOUR	Yes	35
2	MM 402	RETAIL MANAGEMENT	Yes	35
3	MM 404	SERVICE MARKETING	Yes	35
4	MM 406	INTERNATIONAL MARKETING	Yes	35
5	MM 403	SALES & DISTRIBUTION MANAGEMENT	Yes	20
6	MM 405	PRODUCT & BRAND MANAGEMENT	Yes	20
7	FM 401	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	Yes	14
8	FM 403	MERGERS, ACQUISITION & CORPORATE RESTRUCTURING	Yes	14
9	FM 404	FINANCIAL DERIVATIVES	Yes	14
10	FM 405	INTERNATIONAL FINANCE	Yes	14
11	FM 402	MANAGING BANKS & FINANCIAL INSTITUTIONS	Yes	13
12	FM 406	FINANCIAL MARKETS & SERVICES	Yes	13
13	HR 401	MANPOWER PLANNING RECRUITMENT & SELECTION	Yes	10
14	HR 402	EMPLOYEE RELATIONS & LABOUR LAWS	Yes	10
15	HR 403	COMPENSATION & BENEFITS MANAGEMENT	Yes	10
16	HR 404	PERFORMANCE MANAGEMENT SYSTEMS	Yes	10
17	HR 405	STRATEGIC HRM	Yes	15
18	HR 406	INTERNATIONAL HRM	Yes	15
19	MIS 403	STRATEGIC MANAGEMENT FOR IT	Yes	11
20	MIS 404	BUSINESS DECISIONS USING ADVANCED EXCEL	Yes	11

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