

DR. B. C. ROY ENGINEERING COLLEGE, DURGAPUR
DEPARTMENT: FACULTY OF MANAGEMENT STUDIES

MBA 3RD SEMESTER (AY 2023-24)

OLD SYLLABUS (MAKAUT 2018)

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	24
2	MM 304	MARKETING RESEARCH	Yes	24
3	MM 301	B2B MARKETING	Yes	31
4	MM 303	IMC/ PROMOTION STRATEGY	Yes	31
5	FM 301	TAXATION	Yes	19
6	FM 304	CORPORATE FINANCE	Yes	19
7	FM 302	PROJECT APPRAISAL & FINANCE	Yes	14
8	FM 303	BEHAVIORAL FINANCE	Yes	14
9	HR 302	HR METRICS AND ANALYTICS	Yes	15
10	HR 304	ORGANIZATIONAL DESIGN	Yes	15
11	HR 301	TEAM DYNAMICS AT WORK	Yes	10
12	HR 303	CROSS CULTURAL MANAGEMENT	Yes	10
13	MIS 301	RELATIONAL DATABASE MANAGEMENT	Yes	3
14	MIS 302	E-COMMERCE & DIGITAL MARKETS	Yes	3

* Figures have no reference to semester examination results and only to classes and internal examinations held.

Somroop Siddhanta

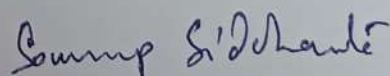
DR. SOMROOP SIDDHANTA
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SL. NO.	PAPER CODE	PAPER NAME	COURSE OFFERED (Yes/No)	NO. OF STUDENTS ENROLLED IN & COMPLETED THE COURSE**
1	MM 401	CONSUMER BEHAVIOUR	Yes	24
2	MM 402	RETAIL MANAGEMENT	Yes	24
3	MM 404	SERVICE MARKETING	Yes	24
4	MM 400	INTERNATIONAL MARKETING	Yes	24
5	MM 403	SALES & DISTRIBUTION MANAGEMENT	Yes	31
6	MM 405	PRODUCT & BRAND MANAGEMENT	Yes	31
7	FM 401	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	Yes	19
8	FM 403	MERGERS, ACQUISITION & CORPORATE RESTRUCTURING	Yes	19
9	FM 404	FINANCIAL DERIVATIVES	Yes	19
10	FM 405	INTERNATIONAL FINANCE	Yes	19
11	FM 402	MANAGING BANKS & FINANCIAL INSTITUTIONS	Yes	14
12	FM 406	FINANCIAL MARKETS & SERVICES	Yes	14
13	HR 401	MANPOWER PLANNING RECRUITMENT & SELECTION	Yes	15
14	HR 402	EMPLOYEE RELATIONS & LABOUR LAWS	Yes	15
15	SR 403	COMPENSATION & BENEFITS MANAGEMENT	Yes	15
16	SR 404	PERFORMANCE MANAGEMENT SYSTEMS	Yes	15
17	HR 405	STRATEGIC HRM	Yes	10
18	HR 406	INTERNATIONAL HRM	Yes	10
19	MIS 403	STRATEGIC MANAGEMENT FOR IT	Yes	3
20	MIS 404	BUSINESS DECISIONS USING ADVANCED EXCEL	Yes	3

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