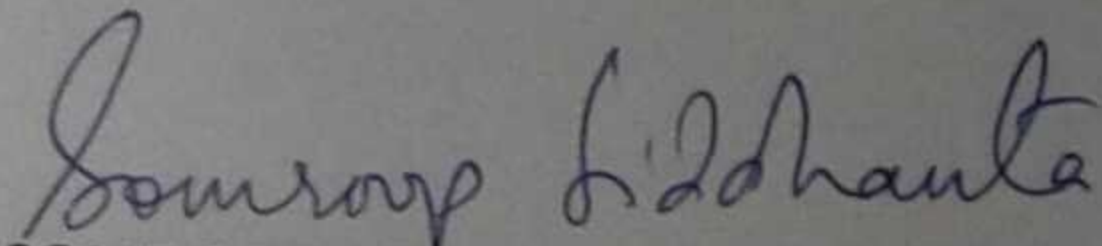


FMS. BCREC. DURGAPUR.
MAKAUT (F/T) MBA CLASS OF 2020-22. AY 2021-22.

<i>Specialization Papers. Semester III.</i>				
Specialisation	Paper Code	Paper Name	Major /Minor	No. of Students
Marketing	MM301	B2B Marketing	Minor	17
Marketing	MM302	Digital And Social Media Marketing	Major	40
Marketing	MM303	IMC/Promotion Strategy	Minor	17
Marketing	MM304	Marketing Research	Major	40
Finance	FM301	Taxation	Major	8
Finance	FM302	Project Appraisal and Finance	Minor	8
Finance	FM303	Behavioural Finance	Minor	8
Finance	FM304	Corporate Finance	Major	8
Human Resource	HR301	Team Dynamics at Work	Minor	20
Human Resource	HR302	HR Metrics and Analytics	Major	11
Human Resource	HR303	Cross Cultural Management	Minor	20
Human Resource	HR304	Organizational Design	Major	11
MIS	MIS301	Relational Database Management System	Minor	14
MIS	MIS302	E-Commerce and Digital Markets	Minor	14


(SOMROOP SIDDHANTA)
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<i>Specialization Papers, Semester IV.</i>				
Specialisation	Paper Code	Paper Name	Major /Minor	No. of Students
Marketing	MM405	Product and Brand Management	Minor	17
Marketing	MM401	Consumer Behaviour	Major	40
Marketing	MM402	Retail Management	Major	40
Marketing	MM403	Sales and Distribution Management	Minor	17
Marketing	MM404	Services Marketing	Major	40
Marketing	MM406	International Marketing	Major	40
Finance	FM401	Investment Analysis And Portfolio Management	Major	8
Finance	FM402	Managing Banks and Financial Institutions	Minor	8
Finance	FM403	Mergers, Acquisition and Corporate Restructuring	Major	8
Finance	FM404	Financial Derivatives	Major	8
Finance	FM405	International Finance	Major	8
Finance	FM406	Financial Markets and Services	Minor	8
Human Resource	HR401	Manpower Planning, Recruitment and Selection	Major	11
Human Resource	HR402	Employee Relations and Labour Laws	Major	11
Human Resource	HR403	Compensation and Benefits Management	Major	11
Human Resource	HR404	Performance Management Systems	Major	11
Human Resource	HR405	Strategic HRM	Minor	20
Human Resource	HR406	International HRM	Minor	20
MIS	MIS403	Strategic Management For IT	Minor	14
MIS	MIS404	Business Decisions using Advanced Excel	Minor	14

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