

			Pass-out year
MBA Elective Subjects 2020 Passout			2020
SEM	SUBJECT DOMAINS	No.of Students enrolled in &completed the course	60
	MARKETING SPECIALIZATION		
	MM 301	B2B MARKETING	Elective 23
	MM 302	DIGITAL & SOCIAL MEDIA MARKETING	Elective 33
	MM 303	IMC/ PROMOTION STRATEGY	Elective 33
	MM 304	MARKETING RESEARCH	Elective 23
	FINANCE SPECIALIZATION		
	FM 301	TAXATION	Elective 13
	FM 302	PROJECT APPRAISAL & FINANCE	Elective 13
	FM 303	BEHAVIORAL FINANCE	Elective 13
	FM 304	CORPORATE FINANCE	Elective 13
	HR SPECIALIZATION		
	HR 301	TEAM DYNAMICS AT WORK	Elective 24
	HR 302	HR METRICS AND ANALYTICS	Elective 14
	HR 303	CROSS CULTURAL MANAGEMENT	Elective 24
	HR 304	ORGANIZATIONAL DESIGN	Elective 14
	MARKETING SPECIALIZATION		

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MM 401	CONSUMER BEHAVIOUR	Elective	33
MM 402	RETAIL MANAGEMENT	Elective	33
MM 403	SALES & DISTRIBUTION MANAGEMENT	Elective	23
MM 404	SERVICE MARKETING	Elective	33
MM 405	PRODUCT & BRAND MANAGEMENT	Elective	23
MM 406	INTERNATIONAL MARKETING	Elective	33
FINANCE SPECIALIZATION			
FM 401	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	Elective	13
FM 402	MANAGING BANKS & FINANCIAL INSTITUTIONS	Elective	13
FM 403	MERGERS, ACQUISITION & CORPORATE RESTRUCTURING	Elective	13
FM 404	FINANCIAL DERIVATIVES	Elective	13
FM 405	INTERNATIONAL FINANCE	Elective	13
FM 406	FINANCIAL MARKETS & SERVICES	Elective	13
HR SPECIALIZATION			
HR 401	MANPOWER PLANNING RECRUITMENT & SELECTION	Elective	14
HR 402	EMPLOYEE RELATIONS & LABOUR LAWS	Elective	14
HR 403	COMPENSATION & BENEFITSMANAGEMENT	Elective	14
HR 404	PERFORMANCE MANAGEMENT SYSTEMS	Elective	14
HR 405	STRATEGIC HRM	Elective	24
HR 406	INTERNATIONAL HRM	Elective	24