

Subject Name	Description
Principles of Marketing	The objective of this course is to help students to understand the concept of marketing & its applications in the current scenario.
Fundamentals of Financial Management	The students will be aware of the Stock market scenario and the various stock exchanges in India.
Banking and Insurance	This course will help the students to analyze the impact of technology on the banking and insurance sector in India.
Advertising	The aim of this subject is to develop creative solutions to address advertising and marketing communications challenges. Students will be able to evaluate the effectiveness of integrated advertising and marketing communications initiatives.
Fundamentals of Financial Management (Lab)	To familiarize the students with the principles and practices of financial management with live examples.
Auditing and Corporate Governance	The aim of this subject is to provide knowledge of auditing principles, procedures and techniques
Indirect Tax	The objective of this course is to provide basic knowledge of indirect tax procedures
Fundamentals of Investment	This course seeks to enable to familiarize the students with different investment alternatives
Consumer Affairs and Customer Care	This course familiarize the students with of their rights as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.
Business Tax Procedures and Management	This course highlighted the students to provide basic knowledge of business tax procedures
International Business	This course familiarize the students with the concepts, Importance and dynamics of international business and India's involvement with global business.
Industrial Relations and Labor Laws	This course will help the students to enable the students to learn the concepts of industrial relations
Business Research Methods and Project Work	This course highlighted the students to provide the general understanding of business research and the methods of business research.