

Subject Name	Description
Strategy Management	The course defines and describe is to provide an in -depth understanding of the concepts, role and practices of strategic management in the changing business environment as well as impart practical exposures.
Entrepreneurship Development	The main objective of this course is to develop a spirit among the students to become entrepreneurs by pursuing their own idea and make effective use of their own time
Business Law	The course defines and describe is to provide an overview of Indian business laws along with an understanding of basic legal terminology.
Consumer Behavior	The course defines and describe to impart latest and relevant knowledge to the students in the field of Consumer Behavior.
Product and Brand Management	The main objective of this course is to educate the students with the latest information and knowledge about the development and management of new products and brands.
Management of Industrial Relations	This course provides basic knowledge and skills needed for the understanding and analysis of problems related to the management of people at work in industrial, commercial, public and other human organizations
Organizational Change and Development	The main objective of this course is to understand the relationship between strategic business plan of the organization and the role of organization development
Management of Financial Institutions	The course defines and describe to develop an understanding of the unique structure of financial institutions and their role in the development of the economy
Security Analysis and Investment Management	This course is meant to provide a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decision.
International Trade	The main objective of this course is to provide all the knowledge, tools, and techniques necessary to manage all the technical aspects related to the foreign trade
International Marketing	This course is to provide outline the current challenges in international marketing and possess skills to propose solutions to them.
Retail Management	The course defines and describe to explain the central role of retail in industrialized societies, and the impact of key market/retail trends upon this sector in the local and global contexts

Retail Advertising and Sales Promotion	The course defines and describe to learn about different types of sales promotions companies use to get customers to buy their products and pursue advertising.
Managing Global Business Organizations	This paper equips the students to analyse cross cultural communication and negotiation aspects.
Final Research Project	The objective of this course is to enhance students to explain their research to others in the field and to broader audiences through research presentations.
Business Role Play	The course inculcates the students to learn both quantitative and communication skills in order to accomplish many real-world tasks.
Direct and e-marketing	The course aim is to identify the student about the current legal and ethical standards related to the practice of direct marketing domestically and globally.
Marketing Of Services	The objective of this course is to provide knowledge to students to critically evaluate the theories, concepts and methods appropriate to services marketing
Foreign Exchange Management	This course intensify the students to handle operational difficulties in financing, and settling in foreign currency, and currency forecasting.
Financial Management Services	This paper equips the students to understand the meaning, types and importance of financial services along with a brief study of the various financial institutions.
Managing Interpersonal And Group Dynamics	This course aim is to educate the students to analyse the relevance of team work and the significance of managing a dynamic team.
Manpower Planning And Training And Development	This course acquaint to the students to understand the significance of training and development.
Customer Relationship Management	The objective of this course is to highlight the concepts and methods of Customer Relationship Management and methodological orientation.
Retail Operations & Stores Management	This paper aims to enrich the business in upcoming scenario with the help of retail operations and store management.
Risk Management Strategies in Global Business	This paper equips the students to understand them strategy making process for the implementation and application in a global market.