

**COURSE STRUCTURE
SECOND YEAR – FIRST SEMESTER**

		Work load per week		Total	Internal	Univ Exam	Total
		Theory	Lab				
301	Organizational Behaviour	4	-		20	80	100
302	Operations Management	4	-		20	80	100
303	Strategic Management	4	-		20	80	100
304	E-Business	4	-		20	80	100
HUMAN RESOURCE MANAGEMENT							
311	Human Resource Development	3	-		20	80	100
312	Labour Laws	3	-		20	80	100
313	Organisation Development	3	-		20	80	100
314	International Human Resource Management	3	-		20	80	100
MARKETING MANAGEMENT							
321	Consumer Behavior & CRM	3	-		20	80	100
322	Advertising Management	3	-		20	80	100
323	Sales & Distribution Management	3	-		20	80	100
324	Product & Brand Management	3	-		20	80	100
FINANCIAL MANAGEMENT							
331	Security Analysis	3	-		20	80	100
332	Financial Markets & Institutions	3	-		20	80	100
333	International Financial Management	3	-		20	80	100
334	Corporate Taxation & Planning	3	-		20	80	100
SYSTEMS MANAGEMENT							
341	Relational Data Base Management System	3	-		20	80	100

342	Management of Software Projects	3	-		20	80	100
343	Enterprise Resource Planning (ERP)	3	-		20	80	100
344	System Analysis and Design	3	-		20	80	100

SECOND YEAR – SECOND SEMESTER

		Work load per week		Total	Internal	Univ Exam	Total
		Theory	Lab				
401	International Business	4	-		20	80	100
402	Business Law and Ethics	4	-		20	80	100
403	Entrepreneurship Development	4	-		20	80	100
404	Management Information System	4	-		20	80	100
410:HUMAN RESOURCE MANAGEMENT – ELECTIVES							
411	Performance Management	3	-		20	80	100
412	Management of Industrial Relations	3	-		20	80	100
413	Compensation Management	3	-		20	80	100
414	Strategic Human Resource Management	3	-		20	80	100
430 : FINANCIAL MANAGEMENT – ELECTIVES							
431	Portfolio Management	3	-		20	80	100
432	Financial Services Management	3	-		20	80	100
433	Strategic Financial Management	3	-		20	80	100
434	Financial Derivatives	3	-		20	80	100
440 : SYSTEMS MANAGEMENT							
441	Artificial Intelligence	3	-		20	80	100
442	Data Communications and Networking	3	-		20	80	100
443	Distributed	3	-		20	80	100

	Computing and Applications						
444	Data Mining and Data Warehousing	3	-		20	80	100
	Project Report					100	100
	Viva-Voce					50	50
	Total Marks						