

COURSE CURRICULUM

SECOND YEAR

Semester III Course Structure

Sr. No.	Category	Course Details	Credits
1	Major (Mandatory)	A) Business Economics	04
		B) Introduction to Research Methodology	02
		C) Choose any one group (a, b, or c)	
	C a) Human Resources	- Introduction to HR	02
		- Recruitment & Selection	02
	C b) Marketing	- Introduction to Marketing	02
		- Sales and Distribution Management	02
	C c) Finance	- Introduction to Finance	02
		- Basics of Financial Services	02
2	Minor (Vertical 2 – Provided by University)	Minor Course	04
3	VSC & SEC (Choose one group: A, B, or C)		
	A) Human Resources	- OB and HRM	02
	B) Marketing	- Consumer Behaviour	02
	C) Finance	- Equity and Debt Markets	02
4	AEC (University Assigned)	Ability Enhancement Course	02
5	FP/CC	i) Field Project	02
		ii) CC / NSS / NCC / Sports / Extension work	02
6	Open Elective (University Assigned)	Open Elective	02

Semester IV Course Structure

Sr. No.	Category	Course Details	Credits
1	Major (Mandatory)	A) Production and Total Quality Management	04
		B & C) Choose any one group (a, b, or c) (continuation from Sem III)	
	B & C a) Human Resources	- Human Resource Planning	02
	B & C b) Marketing	- Rural Marketing	02
	B & C c) Finance	- Strategic Financial Management	02
2	Minor (Vertical 2 – Provided by University)	Minor Course	04
3	VSC & SEC (Choose one group: A, B, or C)		
	A) Human Resources	- Performance Management and Career Planning	02
	B) Marketing	- Tourism Marketing	02
	C) Finance	- Risk Management	02
4	AEC (University Assigned)	Ability Enhancement Course	02
5	FP/CC	i) Community Engagement Project	02
		ii) CC / NSS / NCC / Sports / Extension work	02
6	Open Elective (University Assigned)	Open Elective	02