

Academic Year : 2016-17

Program : PGDM

TRIMESTER : VI

Batch : 2015 - 2017

Sr. No	Subject Code	Subjects	Teaching Hours		Assessment Pattern				
			No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1	P610008	Ethical Management & Corporate Governance	20	2	50 IA	50 IA	100	2.5	3

## Specialization

### Business Analytics

Sr. No		Subjects							
2	P710026	Financial Credit Risk Mgmt	20	2	50 IA	50 IA	100	2.5	3
3	P710027	Credit Risk Modelling	20	2	50 IA	50 IA	100	2.5	3
4	P710028	SAS Marketing Automation	20	2	50 IA	50 IA	100	2.5	3
5	P710029	SAS Marketing Optimization	20	2	50 IA	50 IA	100	2.5	3

### Finance

Sr. No		Subjects							
2	P210024	Strategic Cost Management	20	2	50 IA	50 IA	100	2.5	3
3	P210025	Wealth Management & Alternative Investment	20	2	50 IA	50 IA	100	2.5	3
4	P210038	Financial Modelling	20	2	50 IA	50 IA	100	2.5	3
5	P210039	Financial Risk Modelling	20	2	50 IA	50 IA	100	2.5	3

### Marketing

Sr. No		Subjects							
2	P110007	Rural Marketing	20	2	50 IA	50 IA	100	2.5	3
3	P110011	Customer Relationship Management	20	2	50 IA	50 IA	100	2.5	3
4	P110018	Ethics In Advertising	20	2	50 IA	50 IA	100	2.5	3
5	P110019	Marketing Finance	20	2	50 IA	50 IA	100	2.5	3