

Academic Year : 2015-16

Program : MMS

SEMESTER : IV

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	P210031	Management Control System	20	2	50 IA	50 IA	100	2.5	3
2	P610024	Creativity & Innovation Management	20	2	50 IA	50 IA	100	2.5	3
3	P810004	Industry Oriented Dissertation Project	20	2	50 IA	50 IA	100	2.5	3

## Specialization

### Finance

Sr. No		Subjects							
1	P210038	Financial Modelling	20	2	50 IA	50 IA	100	2.5	3
2	P210028	Mergers Acquisitions & Corporate Restructuring	20	2	50 IA	50 IA	100	2.5	3
		<b><u>Finance Specialisation</u></b> <b><u>Electives:</u></b>							
3	P210014	Wealth Management	20	2	50 IA	50 IA	100	2.5	3
4	P210018	Treasury Management	20	2	50 IA	50 IA	100	2.5	3
5	P210033	Project Finance	20	2	50 IA	50 IA	100	2.5	3
6	P210040	Behavioural Finance	20	2	50 IA	50 IA	100	2.5	3

### Marketing

Sr. No		Subjects							
1	P110042	Strategic Marketing Management	20	2	50 IA	50 IA	100	2.5	3
2	P110043	Integrated Marketing Communications & Digital Marketing	20	2	50 IA	50 IA	100	2.5	3
		<b><u>Marketing Specialisation</u></b> <b><u>Electives:</u></b>							
3		Quantitative Models in Marketing	20	2	50 IA	50 IA	100	2.5	3
4	P110004	Business to Business Marketing	20	2	50 IA	50 IA	100	2.5	3
5	P110016	Media Planning & Strategy	20	2	50 IA	50 IA	100	2.5	3
6	P110024	Emerging Trends in Marketing	20	2	50 IA	50 IA	100	2.5	3

## Human Resource

Sr. No		Subjects							
1	P310034	Management of Change	20	2	50 IA	50 IA	100	2.5	3
2	P310015	Strategic Human Resource Management	20	2	50 IA	50 IA	100	2.5	3
		<b><u>Human Resource Specialisation Electives:</u></b>							
3	P310033	Organisational Development	20	2	50 IA	50 IA	100	2.5	3
4	P310008	Building Learning Organisations	20	2	50 IA	50 IA	100	2.5	3
5	P310035	Role of HR in Knowledge Management	20	2	50 IA	50 IA	100	2.5	3
6	P310036	Corporate Governance & Social Responsibility	20	2	50 IA	50 IA	100	2.5	3

## Operation

Sr. No		Subjects							
1	P410028	Strategic Operations Management	20	2	50 IA	50 IA	100	2.5	3
2	P410013	Project Management	20	2	50 IA	50 IA	100	2.5	3
		<b><u>Operation Specialisation Electives:</u></b>							
3	P410017	Six Sigma	20	2	50 IA	50 IA	100	2.5	3
4	P410029	Service Operations Management	20	2	50 IA	50 IA	100	2.5	3
5	P410012	World Class Manufacturing	20	2	50 IA	50 IA	100	2.5	3
6	P410030	Lean Manufacturing	20	2	50 IA	50 IA	100	2.5	3