

THREE YEARS INTEGRATED PROGRAMME IN NATIONAL ECONOMIC PLANNING AND ENTREPRENEURSHIP

(also making students eligible for BBA Degree from IMI, Brussels)

FIRST YEAR

FIRST SEMESTER	37.5 CREDITS	ACADEMIC AREA
1. Introduction to Bus. Org & Mgmt.	3 Credits	Entrepreneurship
2. Business Mathematics	1.5 Credits	Operations
3. Business Statistics	1.5 Credits	Operations
4. Intro to NEP and World Economic Systems	3 Credits	Economics & Public Policy
5. Fundamentals of Economics	3 Credits	Economics & Public Policy
6. Business Ethics and Happy Capitalism	3 Credits	Entrepreneurship
7. Introduction to Financial Accounting	3 Credits	Accounting
8. Introduction to Marketing	3 Credits	Marketing
9. Research Methods for Business	1.5 Credits	Entrepreneurship
10. Information System Basics	1.5 Credits	IT Management
11. Intro to Business and Corporate Laws	1.5 Credits	Entrepreneurship
12. Intro to Entrepreneurship & Small Business Management	3 Credits	Entrepreneurship
13. Appreciation of Art, Culture & Literature	3 Credits	Sociology
14. French Language-I	3 Credits	Language
15. Executive Communication-I	3 Credits	Leadership & Strategy

SECOND SEMESTER	37.5 CREDITS	ACADEMIC AREA
1. Introduction to Portfolio Management	3 Credits	Finance
2. Indian Business Environment	3 Credits	Entrepreneurship
3. Intro to Rural & Services Marketing	1.5 Credits	Strategic Marketing
4. Intro to Consumer Behavior & Branding	3 Credits	Strategic Marketing
5. Corporate Accounts	3 Credits	Finance
6. Introduction to Mass Media & Integrated Mktng Communication	3 Credits	Strategic Marketing
7. Intro to OB & HRD	1.5 Credits	Leadership & Strategy
8. Intro to Sales & Distribution Management	1.5 Credits	Strategic Marketing
9. Case Study methods	3 Credits	Entrepreneurship
10. International Business & Management	3 Credits	Entrepreneurship
11. Cross Cultural Management	1.5 Credits	Leadership & Strategy
12. Intro to Advertising Creatives	3 Credits	Strategic Marketing
13. Web Designing and Web Marketing	1.5 Credits	IT Management
14. French Language-II	3 Credits	Language
15. Executive Communication-II	3 Credits	Leadership & Strategy

GOTA

15 Credits

INDUSTRY INTERACTIONS

10 Credits

SECOND YEAR

THIRD TRIMESTER	30 CREDITS	ACADEMIC AREA
1. Quantitative Methods for Business Decisions	4 Credits	Operations
2. Statistical Methods for Business Decisions	4 Credits	Operations
3. Marketing Management	3 Credits	Marketing
4. Managerial Accounting in Decision Making	4 Credits	Accounting
5. Management Information for Decision Making	2 Credits	Entrepreneurship
6. Executive Communication	2 Credits	Leadership & Strategy
7. Organization Behavior	2 Credits	Leadership & Strategy
8. Micro Economics	2 Credits	Economics & Public Policy
9. Human Resource Systems-I	2 Credits	HR Management
10. Organizational Event Analysis for Experiential Learning	2 Credits	Entrepreneurship
11. Business Law	1 Credit	Entrepreneurship
12. Comparative Economic Systems	1 Credit	Economics & Public Policy
13. System Essentials	1 Credit	IT Management

FOURTH TRIMESTER	30 CREDITS	
1. Operations Research & Decision Models	3 Credits	Operations
2. Consumer Behavior	2 Credits	Entrepreneurship
3. OB & HRD	2 Credits	Leadership & Strategy
4. Financial Management	2 Credits	Finance
5. Advertising Management	2 Credits	Strategic Marketing
6. Sales Management	2 Credits	Strategic Marketing
7. Brand Management	2 Credits	Strategic Marketing
8. Management Information System & KM	2 Credits	Information Systems
9. Managerial Economics	2 Credits	Economics & Public Policy
10. Executive Communication	2 Credits	Leadership & Strategy
11. National Economic Planning	2 Credits	Economics & Public Policy
12. Global Economics & International Planning	2 Credits	Economics & Public Policy
13. Macro Economics	2 Credits	Economics & Public Policy
14. Human Resource Systems-II	1 Credit	HR Management
15. Industrial Law	1 Credit	Entrepreneurship
16. Company Law	1 Credit	Entrepreneurship

INDUSTRY INTERNSHIP

10 CREDITS

GOTA

10 CREDITS

THIRD YEAR

FIFTH TRIMESTER	30 CREDITS	
1. Entrepreneurship & Small Business Management	4 Credits	Entrepreneurship
2. Executive Communication	2 Credits	Leadership & Strategy
3. Services Marketing	2 Credits	Strategic Marketing
4. Organization Development	2 Credits	Leadership & Strategy
5. Business Policy & Competitive Strategy	2 Credits	Leadership & Strategy
6. Economic Environment of Business	1 Credit	Economics & Public Policy
7. Marketing Strategy	1 Credit	Strategic Marketing
8. Welfare Economics	1 Credit	Economics & Public Policy
TOTAL	15 CREDITS	

Additionally in this trimester students have to choose a combination of one Elective and one Super Specialisation from the following options:

FINANCE ELECTIVE	12 CREDITS
1. Securities Analysis & Portfolio Management	3 Credits
2. Insurance & Banking	2 Credits
3. FOREX Management	2 Credits
4. Advanced Accounting	2 Credit
5. Indian Financial System	1 Credit
6. Management of Financial Services	1 Credit
7. Financial Modelling using MS Excel	1 Credit

HR ELECTIVE	12 CREDITS	
1. Training & Development	4 Credits	
2. Group Dynamics	4 Credits	
3. Manpower Planning	2 Credits	
4. Compensation Management	2 Credits	
SUPER SPECIALISATION - LEADERSHIP & STRATEGY	3 CREDITS	
1. Managing Strategic Partnerships and Alliances	1 Credit	
2. Strategic Talent Management	1 Credit	
3. Negotiation Analysis	1 Credit	
SUPER SPECIALISATION – INTERNATIONAL MARKETING	3 CREDITS	
1. International Marketing	2 Credits	
2. International Marketing Research	1 Credit	
SUPER SPECIALISATION – OPERATIONS & SCM	3 CREDITS	
1. Global Operation Management	1 Credit	
2. Logistic and Supply Chain Management	1 Credit	
3. Operations Strategy	1 Credit	
SUPER SPECIALISATION – IT & MIS	3 CREDITS	
1. Business Intelligence Using Data Mining	1 Credit	
2. Strategic Innovation Management	1 Credit	
3. Strategies for Managing Networked Businesses	1 Credit	
SUPER SPECIALISATION - ENTREPRENEURSHIP	3 CREDITS	
1. Planning an Entrepreneurial Venture	1 Credit	
2. Business Valuation Using Financial Statements	1 Credit	
3. Capital Raising Strategies In Corporations	1 Credit	
SUPER SPECIALISATION - WEALTH MANAGEMENT (Conducted by NUS Extension, Singapore)	3 CREDITS	
SUPER SPECIALISATION - FINANCE	3 CREDITS	
Only for students who take HR elective.		
Students can choose any combination of 3 credits from the Finance elective		
SUPER SPECIALISATION - HR	3 CREDITS	
Only for students who take Finance elective.		
Students can choose any combination of 3 credits from the HR elective		
SIXTH TRIMESTER	30 CREDITS	
1. Marketing Research	2 Credits	Strategic Marketing
2. TQM & Production Mgmt	2 Credits	Operations
3. Rural & Social Marketing	1 Credit	Strategic Marketing
4. Retail Management	1 Credit	Strategic Marketing
5. Business Ethics	1 Credit	Entrepreneurship
6. Distribution Management	1 Credit	Operations
7. CRM	1 Credit	Strategic Marketing
8. Business to Business Marketing	1 Credit	Strategic Marketing
9. Database and Hi -Tech Marketing	1 Credit	Strategic Marketing
TOTAL	11 CREDITS	

Additionally in this trimester students have to choose a combination of one Elective and one Super Specialisation from the following options:

FINANCE ELECTIVE	16 CREDITS
1. Mergers & Acquisitions	4 Credits
2. Multinational Business Finance	2 Credits
3. Strategic Corporate Finance	2 Credits
4. Derivatives, Options & Futures	2 Credits
5. Corporate Tax	2 Credits
6. Project Appraisal	2 Credits
7. Corporate Accounts	2 Credits

HR ELECTIVE	16 CREDITS
1. Strategic HR	4 Credits
2. Work Psychology	4 Credits
3. Performance Management & Appraisal System	4 Credits
4. Cross Culture Management	2 Credits
5. International HRM	2 Credits

SUPER SPECIALISATION - WEALTH MANAGEMENT (Conducted by NUS Extension, Singapore)	3 CREDITS
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SUPER SPECIALISATION – INTERNATIONAL MARKETING	3 CREDITS
1. Export Procedures and Documentation	2 Credits
2. India's Foreign Trade	1 Credit

SUPER SPECIALISATION – OPERATIONS & SCM	3 CREDITS
1. Outsourcing and IT Based Businesses	1 Credit
2. Service Operations Management	1 Credit
3. Revenue Management and Pricing	1 Credit

SUPER SPECIALISATION – IT & MIS	3 CREDITS
1. Financial Valuation of Technology Business	1 Credit
2. Technology & Strategic Consulting	1 Credit
3. Mobile Policy and M-Commerce	1 Credit

SUPER SPECIALISATION - ENTREPRENEURSHIP	3 CREDITS
1. New Product Development	1 Credit
2. Investing in Private Equity	1 Credit
3. Micro Finance	1 Credit

SUPER SPECIALISATION - LEADERSHIP & STRATEGY	3 CREDITS
1. Gender & Leadership	1 Credit
2. Great Leadership Strategies and Visioning	2 Credits

SUPER SPECIALISATION - FINANCE	3 CREDITS
Only for students who take HR elective.	
Students can choose any combination of an additional 3 credits from the Finance elective	

SUPER SPECIALISATION - HR	3 CREDITS
Only for students who take Finance elective.	
Students can choose any combination of an additional 3 credits from the HR elective	

SEVENTH TRIMESTER (PROJECT TRIMESTER)	24 CREDITS
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In this trimester students need to choose a combination of any 4 subject areas and submit detailed projects under the guidance of subject faculties:

1. Sales Management	Strategic Marketing
2. Financial Management	Finance
3. Industrial Relations	HR Management
4. Advertising Management	Strategic Marketing
5. Organization Behavior and Human Resource Development	Leadership & Strategy
6. Operations Research	Operation
7. Industrial Research	Strategic Marketing
8. Information Technology	IT Management

EIGHTH TRIMESTER	36 CREDITS
1. Thesis	36 Credits

