

Programme Structure for ISBE-A

Offered through IMI Belgium

Semester	Duration (weeks)	Course List (with credits)	Total Credits
I	15 weeks (classes) + 3 weeks exams	Quantitative Methods for Business Decisions (4) Statistical Methods for Business Decisions (4) Marketing Management (3) Managerial Accounting in Decision Making (4) Management Information for Decision Making (2) Executive Communication (2) Organization Behavior (2) Micro Economics (2) Human Resource Systems-I (2) Organizational Event Analysis for Experiential Learning (2) Business Law (1) Comparative Economic Systems (1) System Essentials (1)	30
End Term Break – 1 week			
II	15 weeks (classes) + 3 weeks exams	Operations Research & Decision Models (3) Consumer Behavior (2) OB & HRD (2) Financial Management (2) Advertising Management (2) Sales Management (2) Product & Brand Management (2) Management Information System & KM (2) Managerial Economics (2) Executive Communication (2) National Economic Planning (2) Global Economics & International Planning (2) Macro Economics (2) Human Resource Systems-II (1) Industrial Law (1) Company Law (1)	30
End Term Break – 1 week			
Projects	6 weeks	Live projects	24
Industry Internship	8 weeks		10
III	15 weeks (classes) + 3 weeks exams	Entrepreneurship & Small Business Management (4) Executive Communication (2) Services Marketing (2) Business Policy & Competitive Strategy (2) Organisation Development (2) Economic Environment of Business (1)	25

		Marketing Strategy (1) Welfare Economics (1) HR & PERSONNEL MANAGEMENT ELECTIVES Training & Development (4) Group Dynamics (4) Compensation Management (2) FINANCIAL MANAGEMENT ELECTIVES Securities Analysis & Portfolio Management (3) Insurance & Banking (2) FOREX Management (2) Advanced Accounting (2) Financial Modelling using MS Excel (1)	
End Term Break – 1 week			
IV	15 weeks (classes) + 3 weeks exams	Marketing Research (2) TQM & Production Mgmt (2) Rural & Social Marketing (1) Retail Management (1) Business Ethics (1) Distribution Management (1) CRM (1) Business to Business Marketing (1) Database and Hi -Tech Marketing (1) HR & PERSONNEL MANAGEMENT ELECTIVES: Strategic HR (4) Work Psychology (4) Performance Management & Appraisal System (4) International HRM (2) FINANCIAL MANAGEMENT ELECTIVES Mergers & Acquisitions (4) Strategic Corporate Finance (2) Derivatives, Options & Futures (2) Project Appraisal & Infrastructural Financing (2) Corporate Tax (2) Corporate Accounts (2)	25
Thesis	15 weeks		36
TOTAL	104 weeks		180