

The list of electives offered in the 2<sup>nd</sup> year is as follows:

**Term- Term IV**

<b>Sr. No.</b>	<b>Area</b>	<b>Subject Name</b>	<b>Credit(s)</b>
1	Business Analytics, Information Technology Management	Data Analytics Using R	3.00
2		Data Visualization	3.00
3		Applied Business Intelligence	3.00
4		SAS for Data Analytics	3.00
5	Marketing	Advanced Marketing Research	3.00
6		Brand Management	3.00
7		Customer Relationship Management	3.00
8		Integrated Marketing Communication	3.00
9		Sales and Distribution Management	3.00
10		Services Marketing	3.00
11	General Management	Business in Developed and Emerging Markets	3.00
12		Digital Product Management	3.00
13	General Management and OB&HR	Managing Relationships at Work	3.00
14	Finance	Commercial Bank Management	3.00
15		Derivatives	3.00
16		Equity Research	3.00
17		Financial Statement Analysis & Reporting (FSAR)	3.00
18		Investment LAB -I	3.00
19		Investment Management	3.00

20		Mergers & Acquisitions	3.00
21	Finance/Economics	Financial System, Crisis and Regulation	3.00
22	Operations	Sustainability & Green Management	3.00
23		Project Management	3.00
24		Quality Management System	3.00
25		Supply Chain Management	3.00
26	HR & OB	Industrial Relations	3.00
27		Performance Management	3.00
28		Talent Acquisition	3.00
29		Talent Management	3.00

**Term- Term V**

<b>Sr. No.</b>	<b>Area</b>	<b>Subject Name</b>	<b>Credit(s)</b>
1	Business Analytics and Information Technology	Business Analysis	3.00
2		Big Data Analytics	3.00
3		E-commerce	3.00
4		Prescriptive Analytics Using Python	3.00
5		Healthcare Analytics	3.00
6	Business Analytics and Information Technology, Marketing	Social Media Analytics	3.00
7	Marketing	Adaptive Market Leadership	3.00
8		Business Marketing	3.00
9		Entrepreneurial Marketing	3.00
10		International Marketing	3.00
11		Pricing Strategy	3.00
12		Retail Management	3.00
13		Rural Marketing	3.00
14	Economics	Industrial Economics and Competitive Strategy	3.00
15	General Management	Management Consultancy	3.00
16	Business Analytics and Information Technology, Finance	Credit Risk Analytics	3.00
17		Financial Modeling Using Excel	3.00
18	Finance	Financial Planning & Wealth Management	3.00
19		Fixed Income Securities (FIS)	3.00

20		Investment LAB Part II	3.00
21		Shareholders' Wealth Creation	3.00
22		Treasury Management	3.00
23	Business Analytics and Information Technology, Operations	Supply Chain Analytics and Strategy	3.00
24	Operations	Advanced Operations Research	3.00
25		Design Thinking & Systematic Innovation	3.00
26		Distribution Network Models and Applications	3.00
27		Service Operations Management	3.00
28		Sustainable Operations Management	3.00
29		Warehouse Operations Management	3.00
30	HR & OB	Compensation Management	3.00
31		Human Resource Analytics	3.00
32		Leadership Lab	3.00
33		Learning & Development	3.00
34		Strategic HRM	3.00
35		Organization Development	3.00

**Term- Term VI**

<b>Sr. No.</b>	<b>Area</b>	<b>Subject Name</b>	<b>Credit(s)</b>
1	Marketing	Digital Marketing	3.00
2		Marketing Analytics	3.00
3	Finance	Investment Banking	3.00
4		Trading Strategies using Technical Analysis International Finance & Currency Risk management	3.00
5	Business Analytics and Information Technology	Block Chain Technology in Business IT Consulting	3.00
6		Emerging Technologies and Business Opportunities	3.00
7	General Management	Career Management for Managers	3.00
8		Experiencing Markets	3.00
9		International Business	3.00
10		Technology Strategy	3.00
11		Mental Models for Better Decision Making	1.5
12	HR & OB	Legal Aspects of Employment	3.00
13	Operations	Operations Strategy	3.00