

PGDM
Batch : 2023-2025
Electives List

Term- IV

Sr. No.	Area	Subject Name	Credit(s)
1	Business Analytics, Information Technology Management	Data Analytics Using R	3.00
2		Data Visualization	3.00
3		Prescriptive Analytics Using Python	3.00
4	Marketing	Advanced Marketing Research	3.00
5		Brand Management	3.00
6		Customer Relationship Management	3.00
7		Sales and Distribution Management	3.00
8		Services Marketing	3.00
9	Economics & General Management	Digital Product Management	3.00
10	Finance	Commercial Bank Management	3.00
11		Derivatives	3.00
12		Equity Research	3.00
13		Financial Statement Analysis & Reporting	3.00
14		Investment LAB	3.00
15		Investment Management	3.00
16		Mergers & Acquisitions	3.00
17	Operations	Project Management	3.00
18		Quality Management System	3.00
19		Supply Chain Management	3.00
20	HR & OB	Performance Management	3.00
21		Talent Acquisition	3.00
22		Talent Management	3.00

Term- V

Sr. No.	Area	Subject Name	Credit(s)
1	Business Analytics and Information Technology	Big Data Analytics	3.00
2		Business Analysis	3.00
3		E-commerce	3.00
4	Economics & General Management	Management Consultancy	3.00
5		Design Thinking & Systematic Innovation	3.00
6		Sustainable Business Insights	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		Retail Management	3.00
12		Rural Marketing	3.00
13		Pricing Strategy	3.00
14	Business Analytics and Information Technology, Marketing	Social Media Analytics	3.00
15	Business Analytics and Information Technology, Finance	Financial Modeling Using Excel	3.00
16	Finance	Financial Planning & Wealth Management	3.00
17		Fixed Income Securities	3.00
18		Investment LAB Part II	3.00
19		Treasury Management	3.00
20	Operations	Advanced Operations Research	3.00
21		Distribution Network Models and Applications	3.00
22		Service Operations Management	3.00

23		Sustainable Operations Management	3.00
24	Business Analytics and Information Technology, Operations	Supply Chain Analytics and Strategy	3.00
25	HR & OB	Compensation Management	3.00
26		Leadership Lab	3.00
27		Learning & Development	3.00
28		Strategic HRM	3.00

Term- VI

Sr. No.	Area	Subject Name	Credit(s)
1	Marketing	Digital Marketing	3.00
2	Business Analytics and Information Technology	Marketing Analytics	3.00
3	Finance	Investment Banking	3.00
4		Trading Strategies using Technical Analysis	3.00
5	Business Analytics and Information Technology	Block Chain Technology in Business	3.00
6		Emerging Technologies and Business Opportunities	3.00
7	Economics & General Management	International Business	3.00
8		Career Management	3.00
9		Strategy and Technology	3.00
10		Experiencing Markets	3.00
11	HR & OB	Legal Aspects of Employment	3.00
12	Economics & General Management, HR & OB	Conflict & Negotiation	3.00
13	Operations	Warehouse Operations Management	3.00
14		Operations Strategy	3.00