

CURRICULUM

SEMESTER 1 (Core)

- English Communication
- Business Mathematics - I
- Introduction to Computer Science
- Financial Accounting - I
- Business Economics - Micro

SEMESTER 2 (Core)

- Financial Accounting - II
- Introduction to Entrepreneurship
- Business Economics - Macro
- Development of Media
- Taxation

SEMESTER 3 (Core)

- Entrepreneurship Development
- Business Environment
- Business Mathematics - II
- Accounting Theory
- International Business
- Principles of Management
- Statistics

SEMESTER 4 (Core)

- BUSINESS LAWS
- PRINCIPLES OF MARKETING
- MANAGEMENT ACCOUNTING
- CORPORATE ACCOUNTING
- E-COMMERCE
- PRINCIPLES OF FINANCIAL MANAGEMENT
- AUDITING

Electives (Any Two)

- Understanding of Theatrical Arts
- Leadership
- Foreign Language

Electives (Any Two)

- Indian Constitution
- Urban Development and City Governance
- Introduction to Psychology
- Introduction to World Civilization
- Musical Styles
- Overview of Indian Art
- Styles of Dance
- Foreign Language

ice Electives (Any One)

- Workplace Communication
- Banking & NBFC
- Films and Society
- Applied Psychology
- Indian Government and Politics
- Introduction to Human Resources Management
- Introduction to Law and Governance
- Foreign Language

Electives (Any One)

- World Classics
- INDUSTRIAL & ORGANIZATIONAL PSYCHOLOGY
- Soft Skills
- Rural Development in India
- Introduction to the Principles of Public administration
- Introduction to Environmental Law
- Foreign Language

Cluster	Major/ Minor	Semester 5	Semester 6	Semester 7	Semester 8
Marketing & Management	Major	Marketing of Goods and Services	Business Research Methods	Supply Chain Management	E – Commerce and Social Media Marketing
	Minor	Industrial Marketing	Strategic Brand Management	Integrated Marketing Communication	International Marketing