

III SEMESTER

Course Code	Course Name	Teaching Hours/ week			CORE / IDC/DSE / SEC/OE C/ MOOCS	Internal Marks	External Marks	No. of Credits
		Lecture	Practical	Tutorial				
22BA 301	Operations Research	4	1	1	Core	30	70	3
DOMAIN SPECIFIC ELECTIVE COURSES (CHOOSE ANY FIVE)								
22BA302	Services Marketing	4	1	1	DSE	30	70	4
22BA303	Product & Brand Management	4	1	1	DSE	30	70	4
22BA304	Digital Marketing	4	1	1	DSE	30	70	4
22BA305	Customer Relationship Management	4	1	1	DSE	30	70	4
22BA312	Human Resource Planning	4	1	1	DSE	30	70	4
22BA313	Industrial Relations & Employment Laws	4	1	1	DSE	30	70	4
22BA314	Managerial Competencies and Employee Development	4	1	1	DSE	30	70	4
22BA321	Behavioral Finance	4	1	1	DSE	30	70	4
22BA322	Security Analysis and Portfolio Management	4	1	1	DSE	30	70	4
22BA323	Financial Institutions & Markets	4	1	1	DSE	30	70	4
LAB/PRACTICAL/FIELD WORK								
22BA3L1	Design Thinking	2	2	0	Core	30	70	2
OPEN ELECTIVE (INTER DISCIPLINARY/MULTIDISCIPLINARY) COURSES (CHOOSE ANY								

ONE)								
22OE301(I)	Stress Management	3	0	0	OEC	30	70	3
22OE 301(II)	Power BI	3	2	0	OEC	30	70	3
22 OE301 (III)	IT for Managers	3	0	0	OEC	30	70	3
22 OE301 (IV)	Managing the Self	3	0	0	OEC	30	70	3
22 OE301 (V)	Total Quality Management	3	0	0	OEC	30	70	3
VALUE ADDED COURSE (OPTIONAL)								
22 VA 3BA1	Metrics for Business Functions	2	0	0	VAD			2
TOTAL CREDITS FOR THIRD SEMESTER								30