

Curriculum Presentation and Subject Allocation

Date	Specialisation	Subjects
23 rd & 30 th April, 2021	Core Subjects (All core subject assigned faculties)	<ul style="list-style-type: none"> • Business Communication (Ms. Payal Jindal) • Application of Business Statistics in Business (Dr. Santhosh M) • Macro Economics (Dr. Anupama Malagi) • Managerial & Behavioural Practices (Prof. Sowmya D S) • Financial Accounting (Prof. Pooja Takalkar) • Marketing Management (Prof. Anitha D' Silva) • Business, Government and Society (Prof. Sowmya D S) • Business Research Methods (Dr. Padmalini Singh) • Ancient Indian Wisdom and Human Values (Dr. Suresh N) • Micro Economics (Dr. Anupama Malagi) • Application of Quantitative Techniques for Business (Dr. Santhosh M) • Foundation of Business Analytics – Conceptual Framework (Dr. Bikramaditya Ghosh) • Human Resource Management (Dr. Narasima Venkatesh) • Financial Management (Prof. Dileep) • International Business (Dr. Noor Firdoos Jahan) • Entrepreneurship and Start Up Management (Prof. Rashmi Shetty) • New Age Marketing (Dr. Padmalini Singh) • Business Ethics, Social Responsibility and Corporate Governance (Dr. Suresh N) • Operations and Supply Chain Management (Dr. Santhosh M) • Strategic Management (Prof. Uma Sharma)
3 rd to 6 th May, 2021	Business Analytics	<ul style="list-style-type: none"> • Predictive Analytics using R (Prof. Dileep) • Big Data Analytics (Prof. Shreya Shankar) • Descriptive Analytics and Data Visualization (Prof. Vandana) • Analytics applications in Functional Areas ((Prof. NNS Reddy) • Business Intelligence* (Prof. NNS Reddy) • Data Warehousing and Data Mining* (Prof. NNS Reddy) • Emerging technologies (AI + IoT + Blockchain + RPA + Cloud Computing) (Prof. Vandana) • Machine Learning using R (Prof. Vandana) • IT Risk Management and Data Security* (Prof. Vandana) • Analytics for E-Commerce and Retail* (Prof. Vandana)
7 th to 11 th May, 2021	Finance	<ul style="list-style-type: none"> • Direct Tax (Prof. Dileep) • Investment Analysis and Portfolio Management (Prof. Dileep) • Business Valuation & Financial Modeling (Prof. Dileep) • Indirect Tax (Prof. Pooja T) • Banking Financial Services and Insurance* (Prof. Pooja T) • Behavioural Finance* (Prof. Sreevallabhan) • Financial Risk Management and Derivatives (Prof. Sreevallabhan) • International Finance (Prof. Sreevallabhan)

		<ul style="list-style-type: none"> • Financial Analytics* (Dr. Bikramaditya Ghosh) • Cost Management* (Prof. Dileep)
12 th to 15 th May, 2021	Human Capital Management	<ul style="list-style-type: none"> • Talent Management and Employee Engagement (Dr. Anupama Malagi) • Performance Management and Competency Mapping (Dr. Narasima Venkatesh) • Industrial Relations and Employment Laws (Dr. Anupama Malagi) • Learning and Development (Dr. Narasima Venkatesh) • Organisational Change and Development* (Dr. Anupama Malagi) • Leadership and Team Management* (Prof. Ramya S) • Strategic and International HRM (Dr. Narasima Venkatesh) • Compensation and Reward Management (Prof. Sowmya D S) • Business Analytics for HR and HR Information System* (Prof. Dileep) • Knowledge Management and Learning Organisation* (Prof. Ramya S)
17 th to 20 th May, 2021	Marketing	<ul style="list-style-type: none"> • Digital Marketing (Dr. Padmalini Singh) • Sales and Distribution Management (Dr. Noor Firdoos Jahan) • Integrated Marketing Communication (Dr. Padmalini Singh) • Neuromarketing and Consumer Behaviour (Dr. Padmalini Singh) • Product and Brand Management* (Prof. Uma Sharma) • Customer Experience Management* (Prof. Anitha D'Silva) • Service and Retail Marketing (Dr. Noor Firdoos Jahan) • Business and Social Marketing (Prof. Anitha D'Silva) • Rural and Green Marketing* (Dr. Noor Firdoos Jahan) • Business Analytics for Marketing* (Dr. Santhosh M)
21 st to 25 th May, 2021	Operations and Supply Chain Management	<ul style="list-style-type: none"> • Supply chain designing, Sourcing and Optimization (Dr. Santhosh M) • Logistics Management (Dr. Santhosh M) • Advanced Inventory and Lean Management (Dr. Santhosh M) • ERP and Business Process Modeling (Prof. Vandana) • Business Dynamics Modeling and Simulation* (Dr. Santhosh M) • SCM for E-Commerce* (Dr. Santhosh M) • World Class Manufacturing (Dr. Suresh N) • Business Process Improvement (Dr. Suresh N) • Business Analytics for SCM* (Dr. Santhosh M) • Quality Management and Six Sigma* (Dr. Suresh N)
26 th to 29 th May, 2021	Entrepreneurship and Family Enterprise Management	<ul style="list-style-type: none"> • Social entrepreneurship and innovation (Prof. Rashmi Shetty) • Functional Areas of Entrepreneurship (Prof. Rashmi Shetty) • Business Model and Business Plan development (Prof. Rashmi Shetty) • Entrepreneurship in Action – I (Practice based course) (Prof. Rashmi Shetty) • Technology for Entrepreneurs* (Prof. Rashmi Shetty) • Corporate Entrepreneurship* (Prof. Rashmi Shetty) • Ecosystem and Government Support for Startups (Prof. Rashmi Shetty)

		<ul style="list-style-type: none"> • Entrepreneurship in Action - II (Practice based course) (Prof. Rashmi Shetty) • Managing and Growing Family Enterprises* (Prof. Uma Sharma) • New Venture Funding* (Prof. Rashmi Shetty)
31 st May to 3 rd June, 2021	Skill Enhancement Courses	<ul style="list-style-type: none"> • IT Skills (Prof. Vandana) • Soft Skills (Ms. Payal Jindal) • Employability Skills (Ms. Payal Jindal) • Advanced IT Skills (Prof. NNS Reddy) • Domain Specific Skills (Ms. Payal Jindal)
4 th June to 8 th June, 2021	Experiential Courses Immersion Programs Liberal Education / Arts	<ul style="list-style-type: none"> • Leadership and Team Management (Prof. Ramya S) • Design Thinking and Creativity for Business (Prof. Uma Sharma) • Social Immersion (Prof. Sowmya D S) Or • International Immersion (Dr. Anupama K Malagi) • Research Immersion (Dr. Padmalini Singh) • Business Immersion (Prof. Anitha D'Silva & Prof. Dileep) • Foreign Language (Dr. Anupama K Malagi) • Health & Wellness (Prof. Chandran A) • Performing Arts, Photography & Movie making (Prof. Ramya S)

H. K. K. K.


