

Semester III

Sr.No.	Subject Code	Name of Subject	Specialization
1	3SMB01	International Business Environment	Common
2	3SMB01MM	Consumer Behavior	Marketing Management
3	3SMB02MM	Integrated Marketing Communication	Marketing Management
4	3SMB03MM	B2B Marketing	Marketing Management
5	3SMB04MM	Product & Brand Management	Marketing Management
6	3SMB01FM	International Financial Management	Financial Management
7	3SMB02FM	Investment Decisions	Financial Management
8	3SMB03FM	Operating Finance	Financial Management
9	3SMB04FM	Banking & Financial Institutions	Financial Management
10	3SMB01BA	Business Data Analytics	Business Analytics
11	3SMB02BA	Statistical Methods using R	Business Analytics
12	3SMB03BA	Data Visualization	Business Analytics
13	3SMB04BA	Data Warehousing and Data Mining	Business Analytics
14	3SMB01OM	Supply Chain and Logistics Management	Operations Management
15	3SMB02OM	Product Design And Project Management	Operations Management
16	3SMB03OM	Service Operations Management	Operations Management
17	3SMB04OM	Materials and Total Quality Management	Operations Management