

Semester IV

Sr.No.	Subject Code	Name of Subject	Specialization
1	4SMB01	Business Strategy	Common
2	4SMB01HR	Talent Acquisition	Human Resource Management
3	4SMB02HR	Human Resource Development	Human Resource Management
4	4SMB03HR	Employee Relation & Legal Framework	Human Resource Management
5	4SMB04HR	Compensation And Benefits Management	Human Resource Management
6	4SMB01RM	Retail Store Management	Retail Marketing
7	4SMB02RM	Retail Brand Management	Retail Marketing
8	4SMB03RM	E-Retail	Retail Marketing
9	4SMB04RM	Retail Buyer Behavior	Retail Marketing
10	4SMB01EM	Enterprise Financial Structure	Enterprise Management
11	4SMB02EM	Cash & Asset Management	Enterprise Management
12	4SMB03EM	Innovation Entrepreneurship	Enterprise Management
13	4SMB04EM	MSME Management & Strategic Development	Enterprise Management
14	4SMB01ISM	Database Management System	Information System Management
15	4SMB02ISM	E-Commerce	Information System Management
16	4SMB03ISM	Managing Digital Platforms	Information System Management
17	4SMB04ISM	Software Project Management	Information System Management