

## EPGPBM Course outline

<b>First Semester</b>	<b>Second Semester</b>
Marketing Management	Advanced Marketing Management
Introduction to Statistics	People Management Issues
Introduction to Managerial Principles	Business Ethics & Corporate Governance
Business Economics	Strategic Perspective of Management
Financial & Cost Accounting	Financial Management
Introduction to IT & Business Application	Logistics & Supply Chain Management

### **Third Semester**

<b>Marketing Specialisation</b>	<b>Finance Specialisation</b>	<b>Human Resource Specialisation</b>	<b>Information Technology &amp; Operations Specialisation</b>
Retail Marketing	Financial Markets	Human Resource Development	IT Project Management
Service Marketing	Security Analysis & Portfolio Management	Labour Legislation	Systems Analysis & Systems Design
Consumer Industrial Buying Behaviour	Mergers & Acquisitions	Training & Development	Total Quality Management
Brand Management	Strategic Cost Management	Performance Management	Operations Research
International Business	International Business	International Business	International Business

#### Capstone Project \*

Note-The last semester will contain an integrated project (Capstone project ) drawing the entire learning into application