

SCHOOL OF BUSINESS - MANAGEMENT STUDIES

PROGRAM STRUCTURE

T.Y.B.Com (Management Studies) - Semester VI

Vertical	Subject	Credits
Major	Corporate Communication & PR	4
Major	Indian Management Thoughts and Practices	2
Minor	Brand Management/ International Finance	4
School Specific Elective I	Retail Management/Innovative Financial Services/Organisation Development	2
School Specific Elective II	Customer Relationship Management /Strategic Financial Management/ Strategic HRM	4
Vocational Skill Course	Get Corporate Ready	2
IAPC	Internship/OJT/Project	4