

DATA BASE OF ELECTIVE COURSES

General Management			Marketing		
Course code	Course name	Term offered	Course code	Course name	Term offered
GEM 402	Strategic Alliances and Joint Ventures	4	MKT 401	Services Marketing	4
GEM 403	Firm Clusters and Economic Development	4	MKT 402	Consumer Behavior	4
GEM 404	Business Models	4	MKT 403	Brand Management	4
GEM 405	Managing Strategic Change	4	MKT 404	Marketing Research	4
GEM 406	International Business	4	MKT 405	Retail Management	4
GEM 407	Negotiations Theory and Practice	4	MKT 406	Product Management	4
GEM 502	Public Policy & Management	5	MKT 407	Social Media Marketing & Media Management	4
GEM 503	Social Entrepreneurship	5	MKT 501	International Marketing	5
GEM 504	Capstone Simulation	5	MKT 502	E-Commerce and Digital Marketing	5
GEM 505	Managing and Innovation	5	MKT 503	Integrated Marketing Communication	5
GEM 506	Global Markets	5	MKT 504	Sales & Distribution Management	5
GEM 602	Management Consulting	6	MKT 505	Business to Business Marketing	5
GEM 603	Corporate Social Responsibility	6	MKT 601	Customer Relationship Management	6
GEM 604	Managing Service Organizations	6	MKT 602	Strategic Marketing Management	6
GEM 605	Behavioral Economics	6	MKT 603	Rural Marketing	6
GEM 606	Management Control Systems/MIS (Workshop)	6	MKT 604	Marketing Metrics	6
Human Resource Management			Analytics and Information Technology		
Course code	Course name	Term offered	Course code	Course name	Term offered
HRM 401	Talent Management	4	AIT 401	Data Mining for Business Analytics	4
HRM 402	Managing Work Place Risk	4	AIT 402	Predictive Modeling	4
HRM 403	Organization Change and Development	4	AIT 403	Text Analytics	4
HRM 404	Performance Management	4	AIT 404	Data Science using 'R'	4
HRM 501	Strategic HRM	5	AIT 405	Visual Analytics	4
HRM 502	Learning and Development	5	AIT 406	Analytics using SAS	4
HRM 503	Compensation and Benefits	5	AIT 407	Advanced Statistical Methods	4
HRM 504	Introduction to Industrial Relations	5	AIT 501	Web Analytics	5
HRM 601	Employee Relations and Laws	6	AIT 502	Advanced Modeling Techniques	5
HRM 602	Managing Competencies & Careers	6	AIT 503	Marketing Analytics	5
HRM 603	International HRM	6	AIT 504	Simulation Analytics	5
			AIT 601	Risk Analytics	6
			AIT 602	Big Data Analytics	6
			AIT 603	HR Analytics	6

Finance & Accounting			Operations Management		
Course code	Course name	Term offered	Course code	Course name	Term offered
FIA 401	Financial Derivatives	4	OPM 401	Project Management	4
FIA 402	Security Analysis	4	OPM 402	Operations as Strategy	4
FIA 403	Introduction to Banking	4	OPM 403	New Product Development	4
FIA 404	Financial Services	4	OPM 404	Optimization Techniques	4
FIA 405	Financial Statement Analysis	4	OPM 405	Logistics and Supply Chain Management	4
FIA 406	International Finance	4			
FIA 407	Project Finance	4	OPM 501	Service Operations Management	5
FIA 501	Portfolio Management	5	OPM 502	Business Process Management	5
FIA 502	Investment Banking	5	OPM 503	International Logistics & Supply Chain Management	5
FIA 503	Fixed Income Securities	5			
FIA 504	Wealth Management	5	OPM 504	Retail Supply Chain Management	5
FIA 505	Banking Operations	5	OPM 505	Technology Management	5
FIA 601	Behavioral Finance	6	OPM 601	Total Quality Management	6
FIA 602	Strategic Financial Management	6	OPM 602	Supplier Relationship Management	6
FIA 603	Strategic Management Accounting	6	OPM 603	Special Project in Operations	6
FIA 604	Risk Management in Banks	6	OPM 604	Managing Lean Enterprise	6