

**Semester 3**

Sr. No.	Paper code	Paper	Credits
<b>Common Papers</b>			
1	MBA301	Product Life Cycle II (Contemporary Marketing Management)	4
2	MBA302	Customer Experience & Relationship Management ( <i>Contemporary Marketing Management</i> )	4
3	MB(GS)301	Essential Studies for Professional (ESP)-III	2
4	MB371	Project Management	4
5	MB372	Internship/SIP	6
6	MB373	Digital & Social Media Marketing ( <i>Contemporary Marketing Management</i> )	4
7	MB(GS)371	Skill Development for Professional III (SDP)	1
<b>Marketing -Major</b>			
1	MM301	Brand Management and Marketing Communication	4
2	MM302	Marketing Research	4
3	MM303	Sales and Distribution	4
<b>Finance- Major</b>			
1	FM 301	Taxation	4
2	FM 302	Corporate Finance	4
3	FM 303	Investment Analysis and Portfolio Management	4
<b>HR- Major</b>			
1	HR 301	Manpower Planning Recruitment and Selection	4
2	HR 302	Employee Relations	4
3	HR 303	Compensation and Benefits Management	4
<b>Business Analytics- Major</b>			
1	TM 301	Data Science Using R	4
2	TM 302	Marketing Analytics	4
3	TM 303	Data Visualization for Managers	4
<b>Supply Chain- Major</b>			
1	SC301	Strategic Sourcing & Procurement	4
2	SC302	Transportation Management	4
3	SC303	Supply Chain Analytics	4
<b>Entrepreneurship &amp; Family Business- Major</b>			
1	EB301	Business Plan & New Venture Creation	4

2	EB302	Family Business Management	4
3	EB303	Entrepreneurship Finance & Evaluation	4
<b>Industry Specialisation/Minor</b>			
1	TM374	Managerial Business Intelligence–I	2
2	FM 374	BFSI Sector Management – I	2
3	HR 374	Organization Change & Development	2
4	MM374	Global Logistics & Supply Chain Management	2
<b>Other</b>			
1	MAR381	Mandatory Additional Requirements (MAR)	