

## **Business Management:**

### **Semester III**

<b>Code No.</b>	<b>Paper</b>	<b>Credits</b>
COO3B1	Retail Marketing	4
COO3B2	Human Resource Development	4
COO3B3	Marketing Management	4
COO3B4	Materials Management	4
COO3B5	Business Environment	4
COO3B6	Strategic Management	4
<b>Total No. of Credits</b>		<b>24</b>

### **Semester IV**

<b>Code No.</b>	<b>Paper</b>	<b>Credits</b>
COO4B1	Advertising and Sales Management	4
COO4B2	Tourism and Travel Management	4
COO4B3	Services Marketing	4
COO4B4	International Trade and Environment	4
COO4B5	Corporate Governance and Corporate Social Responsibility	4
COO4B6	Organizational Behavior	4
<b>Total No. of Credits</b>		<b>24</b>

## **Field-based Optional Course**

<b>Code No.</b>	<b>Paper</b>	<b>Credits</b>
COO4D	Dissertation	8

***Note:** Field-based Optional Course will be offered subject to enrollment of the required number of students for the respective optional paper.*