

SYBMS

Semester III

Code	Name of the Module	Credit
UUGAMD34	Accounting for Managerial Decisions	3
UUGITB31	Information Technology in Business Management - I	3
UUGBPM33	Business Planning & Entrepreneurial Management	3
UUGSTM35	Strategic Management	3
UUGFCS32	Foundation Course (Environmental Management) - III	2
UUGCRF37	Corporate Finance	3
UUGICA36	Introduction to Cost Accounting	3
UUGCNB38	Consumer Behaviour	3
UUGADV39	Advertising	3

Credit Structure

SEM IV				
Sr. No.	Name of the Module (Subject)	Module Code	Module Category	Total no. of credits
1	Information Technology in Business Management-II	UUGITB41	AEC	3
2	Foundation Course (Ethics & Governance)- IV	UUGFCS42	SEC	2
3	Business Economics-II	UUGBEC43	CORE (MAJ)	3
4	Business Research Methods	UUGBRM44	CORE (MAJ)	3
5	Production & Total Quality Management	UUGPQM45	CORE (MAJ)	3
6	Financial Institutions & Markets	UUGFIM46	CORE ELECTIVES	3
7	Strategic Cost Management	UUGSCM47	CORE ELECTIVES	3
8	Integrated Marketing Communication	UUGIMC48	CORE ELECTIVES	3
9	Rural Marketing	UUGRUM49	CORE ELECTIVES	3