

**TYBMS**

**Semester V**

<b>Code</b>	<b>Name of the Module</b>	<b>Credit</b>
UUGCCP52	Corporate Communication & Public Relations	4
UUGLSM51	Logistics & Supply Chain Management	4
UUGCRM60	Customer Relationship Management	3
UUGDTX56	Direct Tax	3
UUGEDM58	E-Commerce & Digital Marketing	3
UUGIAP53	Investment Analysis & Portfolio Management	3
UUGRSK55	Risk Management	3
UUGSDM59	Sales & Distribution Management	3
UUGSRM57	Services Marketing	3
UUGWLM54	Wealth Management	3

**Credit Structure**

<b>SEM VI</b>				
<b>Sr. No.</b>	<b>Name of the Module (Subject)</b>	<b>Module Code</b>	<b>Module Category</b>	<b>Total no. of credits</b>
1	Operations Research	UUGOPR61	CORE	4
2	International Finance	UUGIFN62	CE(core elective)	3
3	Project Management	UUGPJM63	CE(core elective)	3
4	Strategic Financial Management	UUGSFM64	CE(core elective)	3
5	Indirect Taxes	UUGIDT65	CE(core elective)	3
6	Brand Management	UUGBRM66	CE(core elective)	3
7	Retail Management	UUGRTM67	CE(core elective)	3
8	International Marketing	UUGINM68	CE(core elective)	3
9	Media Planning & Management	UUGMPM69	CE(core elective)	3
10	Project Work	UUGPJW70	AEC	4