

Course Curriculum

Module 1- Foundation Course (Subjects offered)

- Introduction to Marketing
- Financial Accounting
- Quantitative Techniques & Research Methodology
- IT for Management
- Managerial Economics
- Human Resource Management
- Operation Management

Module 2 - Advance course (Subjects offered)

- Marketing Strategies & Digital Marketing
- Corporate Governance & Business Ethics
- Strategic Human Resource Management
- Global Corporate Environment
- Strategic Management
- Corporate Finance
- Project Management