

Year 2 – Elective offered*

Marketing	Finance	Human Resource	Analytics
B2B Marketing	Fixed Income Markets	Consulting Skills	Visualization techniques
Sales and Distribution Management	Option, Futures, Derivatives	Labor Laws	Business Intelligence
Strategic Brand Management	Fixed Income Securities	Organizational Design & HR Planning	Data mining and Machine learning
Marketing simulation	Financial Risk Management	Compensation & Benefit	Predictive Analytics
Integrated Marketing Communication	Mergers and Acquisitions	Competency Assessment	Big Data Analytics
Service Marketing	Valuation & Modeling	Employee Engagement	Prescriptive Analytics & Optimization
Retail Marketing	Infrastructure Finance	Strategic HR in Services	HR analytics
Consumer Behavior	Insurance Finance	Managing Virtual & Multicultural Teams	Marketing Analytics
Advanced Market Research	Commodity Finance	Employer Branding	Financial analytics
Marketing Decision Models	Behavioral Finance	Performance Management Systems	Supply chain analytics
Rural Marketing	Infrastructure and Project Finance	Talent Acquisition & Management	Analytics in industry
E-Enabled Sales & Distribution	Security Analysis and Portfolio Management	Learning & Development	
Digital Marketing & its Implications	International Finance	Transformational Industrial Relations	
Event Management			

*Electives offered are subjected to change depending on the available no. of students and the availability of the faculty.