

**INTERNATIONAL MANAGEMENT INSTITUTE KOLKATA**

**COURSE DETAILS**

<b>FIRST YEAR AY 2021-22   Compulsory Core</b>		
<b>Term</b>	<b>Sl. No.</b>	<b>List of Courses</b>
<b>Term I</b>	1	Managerial Communication
	2	Quantitative Techniques I
	3	Financial Reporting & Analysis
	4	Information Technology for Decision Making
	5	Managerial Economics
	6	Operations Management core I
	7	Organizational Behavior I
	8	Data Pre-processing and Visualization
<b>Term II</b>	9	Operations Management core II
	10	Quantitative Techniques II
	11	Financial Management core
	12	Macro-Economic Theory & Policy
	13	Strategic Management
	14	Marketing Management core
	15	Organizational Behaviour II
	16	Cost & Management Accounting
	17	Legal Aspects of Business
<b>Term III</b>	18	Indian Economic Policy
	19	Human Resources Management
	20	Entrepreneurship and Innovation
	21	Management Information Systems
	22	Corporate Social Responsibility & Sustainable Development

<b>FIRST YEAR AY 2021-22   Compulsory Elective</b>		
<b>Term</b>	<b>Sl. No.</b>	<b>List of Courses</b>
<b>Term III</b>	1	Marketing Core Elective
	2	Advance Financial Management Core Elective
	3	Operations Core Elective

	4	Corporate Strategy Core Elective
	5	Analytics Core Elective

<b>SUBJECT LIST_AY 21-22</b>	
<b>Trimester IV</b>	
<b>Sl. No.</b>	<b>Subject</b>
1	Advanced Financial Statement Analysis
2	Advanced Marketing Research
3	Banking & Financial Services
4	Business Intelligence and Data Mining
5	Compensation Management
6	Consumer Behaviour
7	Customer Relationship Management
8	Data Analytics
9	Digital Marketing Strategy
10	Fixed Income and Equity Valuation
11	Fundamentals of Labour Law and Application
12	International Business
13	Managing Organizational Change/Managing Business Transformation and Change Management
14	Recruitment and Selection
15	Retail Marketing
16	Sales and Distribution Management
17	Service Operations Management
18	Strategic Cost Management
19	Technology for E-Business
20	Total Quality Management

<b>Trimester V</b>	
<b>Sl. No.</b>	<b>Subject</b>
1	Block Chain and Business Applications
2	Financial Institutions Markets & Services
3	Futures, Options and Derivatives
4	HR Analytics
5	Integrated Marketing Communication
6	Lean Six Sigma
7	Marketing Strategy and International Markets
8	Mergers, Acquisitions & Corporate Restructuring
9	Operations Research
10	Performance Management and Reward System
11	Portfolio Management
12	Services Marketing
13	Strategic Brand and Product Management
14	Supply Chain Management

15	Training and Development
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<b>Trimester VI</b>	
<b>Sl. No.</b>	<b>Subject</b>
1	B2B Marketing
2	Entertainment, Media and Sports Marketing
3	ERP
4	Financial Modeling
5	Financial Risk Management
6	Multiple Criteria Decision Making
7	Project Management
8	Strategic HRM
9	Sustainability & Green HRM
10	Text Analytics
11	Wealth Management & Alternative Investment