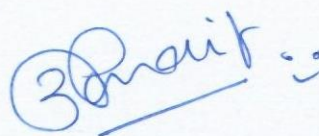


**Atal Bihari Vajpayee School of Management & Entrepreneurship  
Jawaharlal Nehru University**

*Courses for Monsoon Semester, 2020*

*Revised Course offering for Sem-3*

COMPULSORY PAPERS				
Course Nos.	Title of Papers	Credits	Core / Optional	Faculty
MB13701	Strategic Management	3	Core	Dr. Brajesh Kr. Tiwari/ Dr. Vaniki Joshi Lohani
MB12702	Business Ethics and Corporate Governance	2	Core	Dr. Sakshi Sharma / Dr. Shachi Yadav
MB33406	Innovation and Entrepreneurship Management	3	Core	Prof. Unnat Pandit
MB33507	Business Analytics-Data Science Perspective	3	Core	Dr. Priya Gupta
Specialization - ACCOUNTING AND FINANCE				
Course Nos.	Title of Papers	Credits	Core / Optional	Faculty (In-charge: Dr. Brajesh Kr. Tiwari)
MB33110	Management Accounting	3	Optional	Dr. Brajesh Kr. Tiwari
MB33115	Business Analysis and Valuations	3	Optional	Dr. Sakshi Sharma
MB33116	Financial Market Operations	3	Optional	Dr. Brajesh Kr. Tiwari/ Dr. Sakshi Sharma
Specialization MARKETING MANAGEMENT				
Course Nos.	Title of Papers	Credits	Core / Optional	Faculty (In-charge: Dr. Vikram Bansal)
MB33201	Sales and Distribution Management	3	Optional	Dr. Vikram Bansal
MB33206	Brand Management	3	Optional	Dr. Priya Gupta/ Dr. Vikram Bansal
MB33212	Marketing Analytics	3	Optional	Dr. Priya Gupta

  
**Prof. Unnat Pandit**  
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<b>Specialization ORGANISATION BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT</b>				
<b>Course Nos.</b>	<b>Title of Papers</b>	<b>Credits</b>	<b>Core / Optional</b>	<b>Faculty (In-charge: Dr. Shachi Yadav)</b>
MB33301	Consulting to Management	3	Optional	Dr. Shachi Yadav
MB33304	Employee Engagement	3	Optional	Dr. Shachi Yadav
MB33308	HR Tools and Techniques	3	Optional	Dr. Shachi Yadav
<b>Specialization - ENTREPRENEURSHIP</b>				
<b>Course Nos.</b>	<b>Title of Papers</b>	<b>Credits</b>	<b>Core / Optional</b>	<b>Faculty (In-charge: Prof. Unnat Pandit)</b>
MB33401	Management of Micro Finance	3	Optional	Dr. Sakshi Sharma
MB33404	Management of Small Business	3	Optional	Dr. Vikram Bansal
MB33405	New Venture Creation	3	Optional	Prof. Unnat Pandit
<b>Specialization - INFORMATION TECHNOLOGY AND MANAGEMENT</b>				
<b>Course Nos.</b>	<b>Title of Papers</b>	<b>Credits</b>	<b>Core / Optional</b>	<b>Faculty (In-charge: Dr. Priya Gupta)</b>
MB33506	Business Intelligence and Data Mining	3	Optional	Dr. Priya Gupta
MB33508	Big Data Application in Management	3	Optional	Dr. Priya Gupta / Dr. Vaniki Joshi Lohani
MB33512	Digital Marketing-Analytics and Optimization	3	Optional	Dr. Priya Gupta
<b>Specialization – Economics and Public Policy</b>				
<b>Course Nos.</b>	<b>Title of Papers</b>	<b>Credits</b>	<b>Core / Optional</b>	<b>Faculty* (In-charge: Dr. Sakshi Sharma)</b>
MB 33801	Macro Economics	3	Optional	Guest Faculty
MB 33804	Global Business Environment	3	Optional	Guest Faculty

*Unnat Pandit*

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