



# EPGP 19 - COURSE STRUCTURE

Courses - First year		
Quarter - I		
Quarter	Course Code	Course Title
I	EPGP-101	Quantitative Techniques (QT)
I	EPGP-102	Managerial Economics (ME)
I	EPGP-103	Organizational Behaviour-I (OB1)
I	EPGP-104	Managerial Communications (MC)
I	EPGP-105	Financial Accounting
Quarter - II		
II	EPGP-201	Operations Research (OR)
II	EPGP-202	Business Law (BL)
II	EPGP-203	Economic Environment (EE)
II	EPGP-204	Information Systems (IS)
II	EPGP-205	Financial Management-I (FM1)
II	EPGP-206	Organizational Behaviour-II (OB2)
Quarter - III		
III	EPGP-301	Marketing Management (MM)
III	EPGP-302	Operations Management (OM)
III	EPGP-303	Strategic Management (SM)
III	EPGP-304	Financial Management-II (FM2)
III	EPGP-305	Digital Business Models(DBM)
Quarter IV		
IV	EPGP-401	Marketing Research (MR)
IV	EPGP-402	Quality Management (QM)
IV	EPGP-403	Cost and Management Accounting (CMA)
IV	EPGP-404	Environmental Governance & Sustainability (EGS)
IV	EPGP-405	Human Resources Management (HRM)

Compulsory courses in Second year of the Programme	
SL NO	Course Title
1	Leadership and Corporate Accountability (LCA)
2	International Business (IB)
3	Business Simulation
4	Business Plan Project (BPP)



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Elective Courses in Second Year of the Programme		
Sl No.	Course Code	Course Name
1	EECO-002	Agent-based Simulation for Business Analytics
2	EECO-003	Game Theory
3	EECO-004	Introduction to Public Policy
4	EMM-006	Managing Business Markets
5	EMM-010	Marketing Meets Technology
6	EMM-014	Product and Brand Management
7	EMM-019	Strategic Marketing
8	EMM-021	Decoding Customer Engagement
9	EFAC-009	Project Finance
10	EFAC-011	Security Analysis and Portfolio Management
11	EQMOM-003	Lean Six Sigma
12	EQMOM-009	Supply Chain Management
13	EQMOM-010	Supply Chain Analytics
14	EHLAM-002	Advanced Corporate Communication: The Practitioner's Approach
15	EHLAM-004	Cross Cultural Communication
16	EHLAM-008	Leading with Linguistic and Social Intelligence
17	EHLAM-014	Rural Society and India
18	ESM-006	Mergers, Acquisitions and Strategic Alliances
19	ESM-009	Strategy Implementation
20	EIS-001	Artificial Intelligence for Business
21	EIS-002	Blockchain for Business
22	EIS-004	Cyber Security and Privacy
23	EIS-012	GenAI-Augmented Analytics
24	EOBHR-006	Leading Self and Organizations
25	EMM-003	Digital Marketing
26	EMM-004	Digital Product Management
27	EMM-007	Marketing Analytics: Tools and Techniques for Decision Making and Automatio
28	EMM-013	Pricing: A Managerial Perspective
29	EMM-016	Sales and Distribution Management
30	EMM-022	Product Analytics
31	EFAC-006	International Finance
32	EFAC-013	Valuation, Mergers and Acquisitions
33	EQMOM-001	Advanced Operations Research
34	EQMOM-002	Design Thinking for Innovation and Product Development
35	EQMOM-006	Project Management
36	EHLAM-001	Advanced Business Law
37	EHLAM-010	Executive Presence, Influence and Storytelling
38	ESM-001	Consulting



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Elective Courses in Second Year of the Programme		
Sl No.	Course Code	Course Name
39	ESM-002	Corporate Governance
40	ESM-003	Entrepreneurship and New Ventures
41	EIS-008	Natural Language Processing
42	EIS-009	Responsible AI
43	EOBHR-001	Creativity and Innovation
44	EOBHR-003	Emotional Intelligence for Managerial Effectiveness
45	EOBHR-007	Negotiation and Conflict Management
46	EOBHR-009	Performance and Talent Management
47	EOBHR-012	Mapping Managerial Excellence: Insights from the Bhagavad Gita
48	EMM-002	Consumer Behaviour
49	EMM-009	Marketing in Startups
50	EFAC-003	Entrepreneurial Finance
51	EFAC-005	Financial Statement Analysis
52	EFAC-012	Strategic Financial Management
53	EFAC-014	Supply Chain Finance
54	EQMOM-004	Operations Strategy
55	EQMOM-005	Predictive Analytics
56	EHLAM-003	Corporate Wellness through Karma Yoga
57	EHLAM-006	Social Media – Communication and Business
58	EHLAM-015	Visual Culture for the Executives
59	ESM-005	Managing Change and Transformation
60	ESM-007	Models and Frameworks of Strategic Analysis
61	ESM-010	X-Culture Business Project
62	ESM-011	Managing Collaborative Innovation
63	ESM-012	Sustainable Business Strategy
64	EIS-005	Digital Business Transformation
65	EIS-010	Social Media Analytics
66	EIS-013	Generative AI and Business Transformation
67	EOBHR-004	HR Analytics
68	EOBHR-013	Story Telling Artistry

*\*The courses to be offered for the EPGP-19 batch may vary as per the decision of the respective academic area.*