

PGDM Second Year Elective Courses (2018-20 Batch)			
Sl. No	Term V	Credits	Name of the Instructor
Area	<b>Accounting &amp; Finance</b>		
1	Fixed Income Securities	3	Dr.Prsenjit Chakrabarti
2	Bank Management	3	Mr.Balachandran
3	Private Equity & Venture Capital	3	Prof.B.B.Charaborty
4	Behavioural Finance	1.5	Dr.Sayantan Kundu
Area	<b>Economics</b>		
1	India and World Economy	3	Prof. Amarendu Nandy
2	Game Theory & Strategic Behaviour (cross listed with Strategy Area)	3	TBD
Area	<b>Information Systems</b>		
1	Social Media and Cognitive Analytics	3	Prof. Pradip K Bala
2	Managing Innovation in the Digital Era	3	Prof. Ambuj Anand
3	Digital Transformation	3	Prof. Arindam Mukherjee
3	Artificial Neural Networks and Deep Learning	3	TBD
Area	<b>Marketing Management</b>		
1	Digital Marketing	3	Prof. Anubhav Mishra
2	Customer Relationship Management	3	Prof. Aditya Shankar Mishra
3	Retail Management	3	Prof. T Sai Vijay
4	B2B Marketing	3	Prof. Soumya Sarkar
5	Sports & Entertainment Marketing	3	Prof. Soumya Sarkar
Area	<b>Operations Management</b>		
1	Service Operations Management	3	Prof. Amit Sachan
2	Procurement and Materials Management	3	Prof. Vijaya Dixit
Area	<b>Strategy</b>		
1	Simulations in Strategy	3	Prof. Rohit Kumar & Prof. Swarup Dutta
2	Entrepreneurship	1.5	Prof. Rohit Kumar
3	Strategic Risk & Insurance Management (cross listed with A/F Area)	1.5	Prof. Rohit Kumar
4	Management Consulting	1.5	Prof. Arindam Mukherjee
5	Strategic Change and Transformation	1.5	Prof. Swarup Dutta
	<b>OBHR (as offered in PGDHRM Programme)</b>		
1	Psychometric Testing	3	TBD
2	Negotiation and Conflict Management	3	Prof. Manish Kumar