



## CORE COURSES

#	Sem.	Code	Name of Course
1	1	SM101	Basic Corporate Communication
2	1	SM102	Management Practices & Organisational Behaviour
3	1	SM103	Marketing Management
4	1	SM104	Accounting & Financial Management
5	2	SM106	Advanced Corporate Communication
6	2	SM107	Business Negotiation Skills
7	2	SM108	IT Applications in Sales & Marketing
8	2	SM117	Business Ethics, Values and Leadership
9	3	SM111	Human Resource Management
10	3	SM112	Placement Module
11	3	SM116	Cyber Security
12	4	SM114	Managerial Economics
13	4	SM115	Disaster Management
14	4	SM118	Innovation and Entrepreneurship

## ELECTIVES COURSES

#	Sem.	Code	Name of Course
15.a	3	SM201	Consumer Behaviour
15.b	3	SM202	Marketing Research
15.c	3	SM203	Rural Marketing
16.a	4	SM251	Business Environment
16.b	4	SM252	International Marketing
16.c	4	SM253	Services Marketing

## PROJECTS & INDUSTRY CONNECT

#	Sem.	Code	Name of Course
17	2	SM151	Theatre Workshop
18	2	SM152	Integrated Learning Project
19	2	SM153	Capstone Project-I
20	3	SM154	Capstone Project-II
21	4	SM155	Capstone Project-III
22	4	SM157	Professional Practice

## SWAYAM/MOOC Certification

#	Sem.	Code	Name of Course
23	2	SM9XX	SWAYAM Course
24	3	SM9XX	SWAYAM Course

## SPECIALIZATION COURSES

#	Sem.	Code	Name of Course
25	1	SM401	Pharmacology & Basic Anatomy
26	1	SM402	Pharmaceutical Product & Brand Management
27	1	SM405	Pharmaceutical Sales Force Management
28	1	SM410	Medical Devices Marketing
29	1	SM411	Pathology Marketing
30	1	SM412	Pharmaceutical Selling and Relationship Management
31	2	SM407	Pharmaceutical Distribution Management
32	3	SM408	Pharmaceutical Event Management & Communication
33	4	SM409	Pharmaceutical Regulatory Affairs

70% of the courses are skill-based to make students industry ready.

The student has to choose only 2 elective courses in the 3rd and 4th-semester respectively.