

UBBH210L	Venture Capital and Private Equity	4	0	0	4	UBBH219L	Cognitive Processes	4	0	0	4
UBBH211L	Business Consulting	4	0	0	4	UBBH220L	Applied Mathematics for Management	3	1	0	4
UBBH212L	Fundamentals of Inter-Governmental Management	4	0	0	4	UBBH221E	AI and ML in Business	3	0	2	4
UBBH305L	Managing Digital Transformation	4	0	0	4	UBBH317E	Database Programming	3	0	2	4
UBBH306L	AI for Managers	4	0	0	4	UBBH318L	Big Data Management	3	1	0	4
UBBH307L	Project Management	4	0	0	4	UBBH319E	Data Analytics using R and Python	3	0	2	4
UBBH308L	Managing Change	4	0	0	4	UBBH320E	HR Analytics	3	0	2	4
UBBH309L	Industrial Relations and Labour Law	4	0	0	4	UBBH411E	Financial Analytics	3	0	2	4
UBBH310L	Corporate Finance	4	0	0	4	UBBH412E	Big Data & Customer Analytics	3	0	2	4
UBBH401L	ESG Management	4	0	0	4	UBBH413E	Supply Chain Analytics	3	0	2	4
UBBH402L	Growing, Financing, and Managing Family Firms	4	0	0	4	UBBH414E	Generative AI for Business	3	0	2	4
UBBH403L	Financial Markets and Institutions	4	0	0	4	UBBH415E	Natural Language Processing	3	0	2	4
UBBH404L	Services Operation Management	4	0	0	4	UBBH497J	Co-Op				8
UBBH497J	Co-Op				8	Ability Enhancement Courses					08
Digital Marketing and Communication Strategy						UIFL100L	Indian / Foreign Language	3	0	0	3
UBBH213L	Brand Strategies	4	0	0	4	UENG104L	Writing Across Context	2	0	0	2
UBBH214L	Digital and Social Media Marketing	4	0	0	4	UBBH205L	Design Thinking	3	0	0	3
UBBH215E	Marketing Analytics	3	0	2	4	Skill Enhancement Courses					09
UBBH216L	SEO and Content Marketing	4	0	0	4	UCSC116E	Excel and Google Sheet	1	0	4	3
UBBH311L	Consumer Behaviour	4	0	0	4	UCSC117E	Introduction to Programming	1	0	4	3
UBBH312L	Generative AI in Marketing	4	0	0	4	UCSC214E	Basic Data Visualization	1	0	4	3
UBBH313L	Integrated Marketing Communication	4	0	0	4	Value Added Courses					08
UBBH314L	Digital Channels	4	0	0	4	USSC101L*	Indian Constitution	2	0	0	2
UBBH315L	Services Marketing in the Digital Age	4	0	0	4	UCHY101L*	Environmental Science	2	0	0	2
UBBH316L	SEM and Display Advertising	4	0	0	4	UCXC100V*	Co-Curricular Course				1
UBBH405L	Advertising	4	0	0	4	UBBH151L*	Verbal Reasoning	1	0	0	1
UBBH406L	Omni Channel Retailing	4	0	0	4	UBBH152L*	Quantitative Reasoning	1	0	0	1
UBBH407L	Corporate Communication & Reputation Management	4	0	0	4	UBBH153L	Student Led Consulting	1	0	0	1
UBBH408L	Persuasive Communication	4	0	0	4	UBBH154L	Trading Journey	1	0	0	1
UBBH409L	Pricing and Promotion Management	4	0	0	4	UBBH155L	Student Leadership	1	0	0	1
UBBH410L	B2B Marketing	4	0	0	4	UBBH156L	Global Immersion Program	1	0	0	1
UBBH497J	Co-Op				8	UBBH157L	Business Journalism	1	0	0	1
Business Analytics and AI						USSC102L	Wellness and Yoga	1	0	0	1
UBBH215E	Marketing Analytics	3	0	2	4	* Mandatory Courses					
UBBH217E	Advanced Statistics for Data Science	3	0	2	4	Open Elective Courses					09
UBBH218E	Programming in Python	3	0	2	4	Management Humanities Science Social Sciences					
						Project and Internship					14
						UBBH399J	Summer Internship				2
						UBBH499J	Research Project/Dissertation				12