



SCMS COCHIN SCHOOL OF BUSINESS

Prathap Nagar, Muttom, Aluva, Cochin

TERM I	Credits
Business Communication	2
Overview of Business, Management and Organisation	2
Basics of Accounting	2
Statistics for Managers	2.5
Economics for Managers	3
Financial Reporting, Analysis and Control	3.5
Marketing Management	3
Business Quotient	1
Course Viva	1
TERM II	
Business Communication	2
Human Resource Management	1.5
Operations Research	2
Consumer Behaviour	3
Research Methods for Social Sciences	3
Organisation Behaviour	3
IMLP	1
Personality Development Program	1
Course Viva	1
TERM III	
Positive Psychology	1
Sales & Distribution (NPTEL)	1.5
Industry Analysis	1.5
Leadership Development	2.5
Financial Management	3
Business Analytics	3
Socioeconomic Environment of Business	3
Services Marketing	2.5
Operations and Supply Chain Management	3.5
Social Immersion Program	2
Course Viva	1
TERM IV	
Summer Internship	4
Core courses	
Strategic Management	3
Project Management (NPTEL Course)	2
Digital Transformation	1
Environmental Management from Digital Technologies	1
Course Viva	1
TERM V	
Capstone simulation	3
Entrepreneurial Skills and Development	3
Business Ethics & Corporate Governance	1
Business Law	3
Course Viva	1
TERM VI	
Entrepreneurial Skill Development II	3
International Business	2

Negotiation Skills	1
Cross Cultural Management	1
Course Viva	1
Marketing	
TERM IV	
Strategic Marketing	1
Integrated Marketing Communication	2
Product & Brand Management	2
TERM V	
B2B Marketing	1
Retail Operations	2
Omni channel Category Management	2
Artificial Intelligence (AI) for Sales &Marketing	1
Marketing Analytics	2
TERM VI	
Bottom of the Pyramid (BOP) Marketing	2
Customer Engagement and Experience Management	2
Digital Marketing	2
Excellence in Hospitality Marketing	1
Lifestyle Marketing	1
Human Resources	
TERM IV	
Strategic Human Resource Management	2
Learning and Development(N PTEL)	2
Compensation Management	2
TERM V	
Employee Relations Management	2
Performance Management and Career Development	2
Managing Self and Group Dynamics	2
TERM VI	
Global HR Context and Perspectives	2
Counselling Skills and Career Psychology	2
Conflict and Crisis Management	2
Digital Transformation and Analysis	
TERM IV	
Data Engineering and Visualisation	2
TERM V	
Operations and Supply Chain Analytics	2
TERM VI	
Financial Supply Chain, Digital Payments and Cyber security	2
Artificial Intelligence and Quantum Machine Learning	2
Operations and Systems	
TERM IV	
Operations and Supply chain Strategy	2
Total Quality Management	2
Supply Chain Design and Logistics Management	2
Service Operations	1
TERM V	
Enterprise Resource Planning	2

Business Process Reengineering	2
Innovation and New Product Development	2
Operations and Supply Chain Analytics	2
TERM VI	
World Class Manufacturing	2
Strategic Procurement	2
Business Intelligence and Applications	1
Sustainable Operations and Green Supply Chain Management	1
Finance	
TERM IV	
Creating Shareholder Value	2
Financial Markets, Institutions and Services	2
Investment Banking	2
TERM V	
Investment Analysis and Portfolio Management	2
Commercial Banking Practices and Treasury Management	2
Financial Analytics	2
TERM VI	
Tax Planning and management	2
International Financial Management	1
Wealth Management	1
Financial Derivatives	2
Fintech and Blockchain	2