

**Specialization offered by HSS department**

<b>Specialization 1 : Digital Marketing</b>						
<b>S.No</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>
1	HS307	Consumer behaviour	3	3	0	0
2	HS308	Ethics, IPR and Cyber laws	3	3	0	0
3	HS309	Digital Marketing research	3	3	0	0
4	HS310	Introduction to Social Media Marketing	3	3	0	0
5	HS311	Introduction to E-commerce	3	3	0	0
6	HS312	Digital Marketing Analytics	3	3	0	0
7	*	Minor Project	2	0	0	4
<b>Specialization2 : Marketing</b>						
<b>S.No</b>	<b>Course Code</b>	<b>Course</b>	<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>
1	HS313	Consumer behaviour	3	3	0	0
2	HS314	Marketing management	3	3	0	0
3	HS315	Marketing research	3	3	0	0
4	HS316	Services marketing	3	3	0	0
5	HS317	Brand management	3	3	0	0
6	HS318	Sales and distribution management	3	3	0	0
7	*	Minor Project	2	0	0	4
<b>Specialization 3: Financial Management</b>						
<b>S.No</b>		<b>Course</b>	<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>
1	HS319	Fundamentals of Accounting	3	3	0	0
2	HS320	Financial Management	3	3	0	0
3	HS321	Financial Modelling	3	3	0	0
4	HS322	Fundamentals of Financial Markets	3	3	0	0
5	HS323	Security Analysis & Investment Management	3	3	0	0
6	HS324	International Financial Management	3	3	0	0
7	*	Minor Project	2	0	0	4
<b>Specialization 4: Human Resource Management</b>						
<b>S.No</b>		<b>Course</b>	<b>Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>
1	HS325	Human Resource Management	3	3	0	0
2	HS326	Team Building and Leadership	3	3	0	0
3	HS327	Performance Management	3	3	0	0
4	HS328	Training & Development	3	3	0	0
5	HS329	Organizational Change	3	3	0	0
6	HS330	Negotiation & Counselling	3	3	0	0
7	*	Minor Project	2	0	0	4

\* To be decided later