

2022 Entrants

**Marketing (International Program)**

First Year

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IGE001	Thinking Skills for Learning	3	3		
IGE002	Citizenship and Social Dynamics	3	3		
IEN104	College Writing	3	3		
IEN105	Communicative English	3	3		
IEC203	Principles of Economics	3	3		
IMG101	Introduction to Business	3	3		
		18	18		

First Year

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IAC102	Financial Accounting	3	3	3	3
IGE003	Cultivating Entrepreneurial Mindset	3	3	3	3
IGE004	Technology and Innovation in the Future World	3	3	3	3
IGE005	Creative Leadership Skills	3	3	3	3
IEN103	Critical Reading	3	3	3	3
ILA102	Business Law	3	3	3	3
IMG101	Introduction to Business			3	3
		18	18	21	21

Second Year

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMK212	Principles of Marketing	3	3	3	3
IFI212	Business Finance	3	3		
IGE006	Asia and the Global Community				
	} Choose 2				
IGE007	Art of Life	6	6	6	6
IGE008	Health and Wellness for Life				
IMG112	Principles of Management	3	3	3	3
ICS202	Introduction to Business Computing	3	3		
IGE001	Thinking Skills for Learning			3	3
IGE002	Citizenship and Social Dynamics			3	3
IEN104	College Writing			3	3
		18	18	21	21

Second Year

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IST202	Business Statistics	3	3	3	3
IMG211	Entrepreneurship	3	3	3	3
IMG212	Production and Operation Management	3	3	3	3
IMK321	Consumer Behavior	3	3	3	3
IPM213	Human Resource Management	3	3	3	3
ILA301	Taxation	3	3	3	3
IEN105	Communicative English			3	3
		18	18	21	21

Third Year

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMK322	Product and Brand Management	3	3	3	3
IMK329	Marketing Channels	3	3	3	3
IMK335	Promotion Management	3	3	3	3
IMK427	Pricing Strategy	3	3	3	3
IPM323	Organizational Behavior	3	3	3	3
IMG311	International Business Management	3	3	3	3
IEC203	Principles of Economics			3	3
		18	18	21	21

Third Year

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMA104	Quantitative Techniques for Decision Making	3	3	3	3
IMK337	Service Marketing	3	3	3	3
IMK421	Marketing Research	3	3	3	3
IMK426	Marketing Management and Strategy	3	3	3	3
IMK429	Digital Marketing	3	3	3	3
IMK423	Seminar in Marketing		3		3
		15	18	15	18

Fourth Year

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op

IAC203	Managerial Accounting	3	3	3	3
IMKX01	Major Elective-1	3	3	3	3
IMKX02	Major Elective-1	3		3	
XXX01	Free Elective-1	3	3	3	3
XXX02	Free Elective-2		3		3
ICO301	Pre-Cooperative Education		3		3
IFI212	Business Finance			3	3
ICS202	Introduction to Business Computing			3	3
		12	15	18	21

Fourth Year

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMK423	Seminar in Marketing	3		3	
IMKX03	Major Elective -3	3		3	
IMKX04	Major Elective- 4	3		3	
XXX02	Free Elective-2	3		3	
IMK430	Cooperative Education		6		6
		12	6	12	6

Total 129 credits