



Gyanmanjari
Innovative University

MANAGEMENT
SCOPE

2024



Gyanmanjari Innovative University (GMIU)

Our Moto

दिव्यम् ददामि ते चक्षुः

(But you cannot see my cosmic form with these physical eyes of yours. Therefore, I grant you divine vision. Behold my majestic opulence !)



Vision of University

Gyanmanjari Innovative University is dedicated to producing world-class professionals capable of converting global challenges into opportunities through "Value Embedded Education." It achieves this by providing a comprehensive range of academic programs, services, facilities, and technologies aligned with the university's curricula, offering diverse learning opportunities. The goal is to prepare professionals who are not only employable but also capable of becoming employers themselves. Additionally, the university focuses on cultivating critical thinking, effective communication, and learning skills in students while promoting the values of ethical behavior, responsibility, and commitment.



Mission of University

At Gyanmanjari Innovative University, our commitment lies in the relentless pursuit of academic excellence and research in science, engineering, and technology. We achieve this through a dedicated approach to our responsibilities, innovative teaching methods, and a firm belief in human values. Our overarching goal is to foster the development of our students into exceptional professionals with high ethical standards, preparing them to confront the challenges of the next millennium. By instilling a sense of social responsibility, we aim to fulfill the expectations of our society, ensuring that our graduates emerge as resourceful citizens poised to contribute significantly to making the world a better place.

Gyanmanjari Institute of Management Studies (GIMS)



Vision of GIMS

The Vision of Gyanmanjari Institute of Management Studies (GIMS) at Gyanmanjari Innovative University (GMIU) is to equip Management students with the skills and knowledge needed to effectively lead and oversee organizations. They cover areas such as leadership, strategic planning, decision-making, and teamwork, fostering well-rounded professionals who can drive success in diverse industries. These courses prepare students for dynamic and challenging roles in today's business world.



Mission of GIMS

The Mission of the Gyanmanjari Institute of Management Studies (GIMS) at Gyanmanjari Innovative University (GMIU) aims to empower management students with skills for effective leadership and resource management. The mission is to nurture competent and ethical leaders capable of strategic thinking and informed decision-making. Courses focus on instilling adaptability and communication skills, preparing students for diverse industry roles. The ultimate goal is to empower individuals to drive innovation, enhance productivity, and contribute responsibly to organizational success.



About Management :

Management courses provide essential skills and knowledge for effective leadership and organizational success. They cover topics like strategic planning, team building, decision-making, and communication. These courses offer valuable insights into managing resources, handling challenges, and adapting to evolving business environments. They are vital for career advancement and fostering effective management practices.



Why Management ? :

- Ensures efficient use of resources.
- Enhances organizational productivity.
- Facilitates effective decision-making.
- Promotes goal achievement and success.
- Encourages teamwork and collaboration.
- Manages change and adapts to challenges.



Why Choose Management Program for Study ?

- Develops essential leadership skills.
- Provides a solid foundation for organizational success.
- Offers diverse career opportunities.
- Fosters critical thinking and problem-solving abilities.
- Equips with practical tools for effective decision-making.
- Prepares for dynamic challenges in the business world.



Demand for Management Courses:

The demand for management courses continues to surge as organizations seek skilled leaders. These courses equip students with essential skills in leadership, strategy, and problem-solving. In an evolving job market, management education is valued for its adaptability, making graduates highly sought after across industries, and driving increased enrollment.

PROGRAM OUTCOME



Effective Leadership Skills :

Graduates will develop strong leadership abilities, enabling them to guide and inspire teams towards achieving organizational goals.



Strategic Decision-Making :

Students will gain proficiency in making informed and strategic decisions, equipping them to address complex business challenges.



Communication Proficiency :

The program hones communication skills, ensuring graduates can convey ideas clearly, and fostering collaboration in diverse professional settings.



Problem-Solving Expertise :

Graduates will excel in identifying and solving business problems, applying critical thinking and analytical skills to navigate various situations.



Global Business Awareness :

The curriculum instills an understanding of global business trends, preparing students to thrive in an interconnected and dynamic international landscape.



Ethical Decision-Making :

Emphasis is placed on ethical considerations, enabling graduates to make principled decisions that contribute to responsible and sustainable business practices.



Team Collaboration :

Students will cultivate effective teamwork skills, learning to collaborate with diverse individuals to achieve collective objectives.



Adaptability and Innovation :

The program fosters adaptability and innovation, empowering graduates to navigate change and contribute to the development of innovative solutions within organizations.



Project Management Competence :

Graduates will possess the skills to plan, execute, and oversee projects efficiently, meeting objectives within specified timelines and budgets.



Entrepreneurial Mindset :

The curriculum encourages an entrepreneurial mindset, equipping students with the skills and mindset to identify opportunities and drive business innovation.

▶ Meet Our ACADEMIC PIONEERS



Dr. Chirag Vyas
(Associate Professor & HOD)

- MBA(HR & Marketing)
- MHRD(HR)
- UGC-NET(HR IR)
- CCC(CCC)
- DLLP(HR IR)
- Ph.D(Management)
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Dr. Mandeep Majmudar
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Mrs. Ratna Vyas
(Assistant professor)

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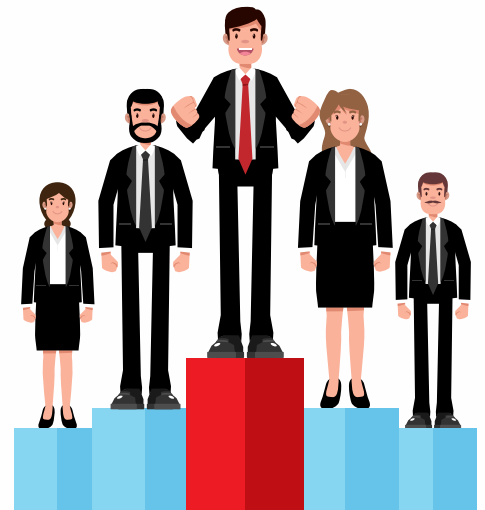
Miss. Niyati Bhatt
(Assistant professor)

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▶ DEPARTMENTAL *Events*



LEADERSHIP SKILL



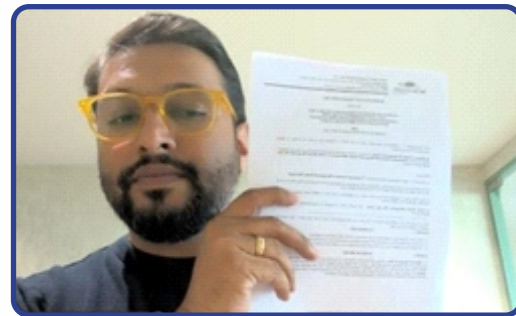
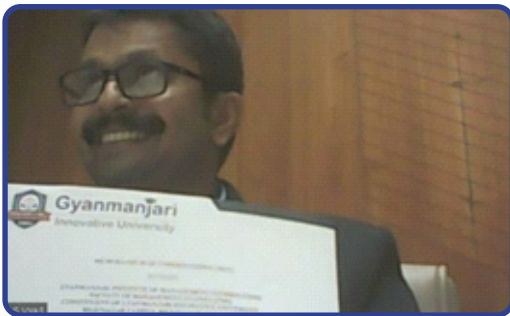
BRIDGE COURSE



CORPORATE PRESENTATION



MoUs



Turtle Wealth Management Pvt. Ltd.



PRM & Company



**Prince Care Pharma Pvt.Ltd.
(Bhavnagar)**

Mentor-Mentee



Our institution offers comprehensive mentor-mentee services designed to empower individuals at every stage of their professional journey. Through personalized matching, we connect mentees with experienced mentors who provide guidance, support, and industry insights. Our structured programs foster meaningful relationships, enhancing skill development, goal attainment, and career advancement.

We prioritize diversity and inclusion, ensuring equitable access to mentorship opportunities for all. With tailored resources, workshops, and networking events, we create a collaborative environment conducive to growth and learning. Our mentor-mentee services are a cornerstone of our commitment to cultivating talent, promoting leadership, and driving organizational success.



Flipped mode class



Heritage Tour




Role of Management :

Management courses equip individuals with essential skills and knowledge to excel in leadership roles. They cover topics such as organizational strategy, effective communication, decision-making, and team management. These courses enhance problem-solving abilities, promote efficient resource utilization, and prepare professionals to adapt to dynamic business environments, fostering career growth and success.

Key Skills :

- **Management programs cover essential skills :** Strategic planning, decision-making, communication, problem-solving, team management, conflict resolution, financial acumen, and adaptability.
- **Focus on ethical leadership :** These programs emphasize ethical principles and cultivate qualities essential for ethical leadership.
- **Innovation is a key emphasis :** Management courses recognize the importance of innovation and aim to develop innovative thinking skills.
- **Navigating a dynamic business landscape :** The programs equip individuals with skills to navigate changes in the business environment and foster adaptability to a dynamic business landscape.
- **Overall goal :** Management programs aim to equip individuals with the necessary tools for effective leadership and contribute to organizational success.

Top Companies Hiring Management Students :

TATA CONSULTANCY SERVICES (TCS)		ICICI BANK	
INFOSYS		AXIS BANK	
WIPRO		ADITYA BIRLA GROUP	
RELIANCE INDUSTRIES LIMITED		MAHINDRA & MAHINDRA	
HINDUSTAN UNILEVER LIMITED (HUL)		ITC LIMITED	

Important Management Skills:

Management courses provide essential skills for effective leadership. They teach strategic planning, decision-making, and problem-solving, enabling managers to navigate complex business environments. Communication skills help convey ideas clearly, fostering teamwork. Financial acumen aids budgeting and resource allocation. Time management ensures efficiency, while adaptability fosters resilience in dynamic industries.

Life of Management Graduates :

- **Education and Skill Development :** Management graduates typically undergo rigorous academic training during their programs, which often include coursework in areas such as finance, marketing, human resources, and operations management. They also develop crucial skills such as problem-solving, decision-making, leadership, and communication.
- **Career Opportunities :** Management graduates have a wide range of career opportunities available to them. They can work in various industries, including finance, healthcare, technology, and manufacturing, and can pursue roles such as project managers, consultants, marketing managers, financial analysts, or entrepreneurs.
- **Networking :** Building a strong professional network is essential for management graduates. They often have opportunities to network with professors, classmates, alumni, and industry professionals during their studies and through alumni associations. Networking can open doors to job opportunities and career advancement.
- **Work-Life Balance :** Achieving a work-life balance can be challenging in the early stages of a management career, especially when taking on roles with high responsibilities or working in competitive industries. Management graduates often need to learn effective time management and stress-coping strategies to maintain a healthy balance.
- **Continuous Learning :** The business world is constantly evolving, with new technologies, trends, and market dynamics. Management graduates must commit to lifelong learning to stay relevant and competitive in their careers. This may involve pursuing additional certifications, attending workshops, or enrolling in advanced degree programs like MBAs.

Sector wise current salary trend *:

The salary scope for management graduates varies widely depending on factors like industry, experience, and location. Entry-level positions often offer competitive salaries, with potential for rapid growth. With several years of experience and a strong skill set, management graduates can command significantly higher salaries, sometimes reaching six figures or more.

IT Services	₹ 4 L - 15 L/Annum (Approx)	Media, Entertainment and Telecommunications	₹ 4 L - 15 L/Annum (Approx)
BFSI	₹ 2.5 L - 12 L/Annum (Approx)	Health care and Life Sciences	₹ 2.5 L - 12 L/Annum (Approx)
BPM	₹ 2 L - 10 L/Annum (Approx)	Consumer, Retail and Hospitality	₹ 2 L - 10 L/Annum (Approx)
Technology	₹ 3 L - 15 L/Annum (Approx)	Infrastructure, Transport and Real-Estate	₹ 3 L - 15 L/Annum (Approx)

Top Companies Hiring Management Students : In India, top companies actively hiring management students include Tata Consultancy Services (TCS), Reliance Industries, and HDFC Bank and many more. In Gujarat, leading firms such as Adani Group and many more companies offer opportunities. Bhavnagar, a growing industrial hub, is seeking management talent.

Importance of Management Graduates In Top Companies :

- Management graduates are indispensable to top companies, leveraging their expertise in leadership, financial analysis, and project management to enhance organizational efficiency and strategy development.
- Their adaptability to dynamic market conditions and ability to foster innovation make them invaluable assets in sustaining growth for companies.
- With skills in decision-making and team management, management graduates play a pivotal role in achieving corporate objectives.
- Their contribution ensures competitiveness in the ever-evolving business landscape.
- Overall, management graduates are key drivers of success, guiding companies through challenges and supporting their continual development.

Why Marketing, Human Resource, Finance & other Industries creates more Employment:

- Marketing, human resources, finance, and related industries are pivotal for business success, creating substantial employment by driving product demand, managing personnel, and handling financial operations.
- These industries generate diverse job opportunities through roles in advertising, research, recruitment, training, accounting, investment, and financial planning.
- The constant adaptation to market changes and technology ensures a dynamic job market within these sectors.

Management after Bachelor's Degree :

After completing a Bachelor's degree, individuals typically pursue various management opportunities. They can seek entry-level positions in areas such as marketing, finance, human resources, or operations, gaining practical experience and gradually advancing into managerial roles. Many also opt for further education, like a Master's in Business Administration (MBA), to enhance their qualifications and accelerate their career progression. Continuous learning, networking, and developing leadership skills are crucial for successful management careers. Ultimately, effective decision-making, team collaboration, and adaptability are key attributes for aspiring managers.

Opportunities For Studying Abroad :

Studying abroad offers management students invaluable opportunities to gain a global perspective, enhance cultural competence, and broaden their professional networks. Renowned business schools in countries like the United States, United Kingdom, Australia, and Canada offer diverse management programs. Scholarships, exchange programs, and internships make it financially viable. Exposure to different business environments, international faculty, and access to cutting-edge research contribute to a well-rounded education. Moreover, it fosters personal growth and opens doors to international career prospects, making it a rewarding investment in one's future.

Pre-Placement Requirement :

- Management students must meet pre-placement requirements, including maintaining a specified GPA, engaging in relevant extracurricular activities, and developing strong communication and teamwork skills.
- Professional development through resume preparation, career counseling, mock interviews, and networking events is crucial for enhancing job readiness.
- The combination of academic qualifications and interpersonal skills ensures competitiveness in the job market for management graduates.
- Participation in career-related activities such as mock interviews and networking events is essential to meet pre-placement prerequisites.
- A well-crafted resume and active engagement in career development activities contribute to the overall preparation of management students for successful job placement.

CAMPUS DRIVE AT GMIU:

The campus drive at GMIU is a dynamic event that serves as a bridge between academia and industry. It typically involves companies visiting the university to recruit students for internships and full-time positions. These drives provide students valuable exposure to real-world career opportunities and help them network with potential employers. Simultaneously, companies benefit by identifying and hiring promising talent. Campus drives are a crucial component of a university's mission to prepare students for successful careers in their chosen fields.

Skill Development Programs :



Skill development programs at GMIU for management students play a pivotal role in shaping future business leaders. These programs encompass a diverse range of competencies, from leadership and communication to data analysis and strategic thinking. Through workshops, simulations, and real-world projects, students acquire practical skills that enhance their employability. These programs bridge the gap between theory and practice, preparing students to navigate the dynamic business landscape and contribute effectively to organizational success.

Workshop:

Workshops for management students at GMIU offers practical insights into leadership, decision-making, and organizational skills. Through interactive sessions, case studies, and group activities, students develop critical thinking, problem-solving abilities, and teamwork. These workshops bridge the gap between theory and real-world application, preparing future managers for diverse challenges.

Expert Lectures:



Expert Lectures at GMIU for management students covers a diverse range of topics, from leadership and organizational behavior to strategic planning and marketing. These lectures aim to enhance critical thinking, problem-solving skills, and decision-making abilities. Guest speakers from the industry often provide real-world insights, fostering practical knowledge application.



Industrial Visit:



Industrial visits are invaluable for management students. Industrial trips at GMIU provide practical insights into organizational operations, management practices, and real-world challenges. Students gain first hand exposure to production processes, supply chain management, and corporate culture, enhancing their theoretical knowledge. These experiences foster a holistic understanding of business and prepare students for future leadership roles.



Industrial Training :

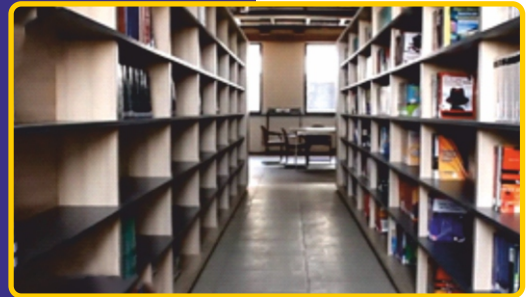
Industrial training for management students is a crucial component of their education. Through Industrial training GMIU offers real-world exposure to organizational dynamics, strategic decision-making, and leadership skills. During this period, students gain practical insights, enhance problem-solving abilities, and develop a deeper understanding of industry operations. This hands-on experience prepares them for successful managerial roles post-graduation.

Campus Facilities:

MODERN ARCHITECTURE



SERENE LIBRARY



COMPUTER LAB



The campus facilities for management students at GMIU are state-of-the-art, offering a conducive environment for learning and growth. These include modern classrooms, well-equipped computer labs, a comprehensive library, dedicated study areas, a cafeteria, and spacious auditoriums for seminars and presentations. These resources enhance the overall educational experience.

Cultural Events

Cultural events play a crucial role in shaping well-rounded management students. Events at GMIU foster diversity, teamwork, and leadership skills. They provide a platform for students to explore and appreciate various cultures, enhancing their global perspective. Organizing and participating in cultural events also hones project management and organizational abilities, vital in the business world.

Sports Event:



Sports events at GMIU provide valuable insights for management students. They exemplify teamwork, leadership, and strategic planning, showcasing how organizations coordinate diverse talents for success. These events involve marketing, budgeting, logistics, and risk management, offering real-world lessons in project management. Analyzing sports management can yield insights applicable to various industries.

Active Learning Activities (ALA):

Active Learning Activities (ALA) engage students in hands-on, participatory experiences to enhance comprehension and retention. These activities promote critical thinking, collaboration, and application of knowledge, fostering a dynamic learning environment.

New Education policy followed by GMIU:

- **Comprehensive Transformation:** NEP 2020 is an extensive overhaul of India's education system, replacing the 1986 policy, with a focus on holistic development.
- **Flexibility and Multilingualism :** The policy promotes flexibility in subject choice, multilingual instruction, and a competency-based learning approach.
- **Technology Integration and Teacher Training :** NEP advocates for technology integration in education, teacher professional development, and continuous training.
- **Higher Education Reforms and Inclusion :** The policy introduces changes in higher education, emphasizes research and innovation, and aims to address issues of equity and inclusion.
- **Dual Degree program / Integrated course:** GMIU offers a Dual Degree program, for those who are interested in twice specializations or Degrees, we are provided a dual degree program where students can get the degrees at the same time in a given time.

▶ SUBJECTS

that we are offered



B.B.A

No.	Subjects Name	Credit
Semester - 1		
1	Principles of Management	4
2	Managerial Economics	4
3	Communication Skills -1	2
4	Leadership & Team Management (Life Skills)	2
5	Indian Health and Wellness	2
Semester - 2		
1	Accounting for Managers	4
2	Quantitative Techniques	4
3	Communication Skills -2	2
4	Office Essentials	2
5	Ethics and Professional Conduct	2
	Business Legends	2
Semester - 3		
1	Foreign Trade Policy	4
2	Communication Skills -3	2
3	Advanced Computing Tool	2
4	Liberal Arts	2
Semester - 4		
1	Organizational Behavior	4
2	Etiquette and Mannerism (Non Verbal Communication)	2
3	Organizational Behavior	2
4	Logical Reasoning	2

No.	Subjects Name	Credit
	Summer Internship Project	2
	Semester - 5	
1	Corporate Planning	4
2	Research Methodology	4
3	Negotiation and Persuading Skills	2
	Semester - 6	
1	Business Policy and Strategy	4
2	French Language	2
3	Internship	4
	Semester - 7	
1	Strategic Brand Management	4
2	On The Job Training / Research Project	6
	Semester - 8	
1	Innovation Management	4
2	On The Job Training / Research Project	6

BBA WITH INNOVATION AND ENTREPRENEURSHIP

No.	Subjects Name	Credit
Semester - 1		
1	Entrepreneurship And Business Management	4
2	Enterprise Promotion	4
Semester - 2		
1	Introduction To Family Business	4
2	Business Startup and Innovation	4
Semester - 3		
1	Financial Statement Analysis	4
2	Advertising and Sales Management	4
3	Human Resource Planning and Development	4
Semester - 4		
1	Indian Financial System	4
2	International Business	4
3	Strategic Human Resource Management	4
Semester - 5		
1	Stock Market Operations	4
2	Retail Management	4
3	Industrial Relations and Jurisprudence	4
Semester - 6		
1	Asset Allocation & Portfolio Management	4
2	Digital Marketing	4
3	International Human Resource Management	4
Semester - 7		
1	Wealth Management	4
2	Services Marketing	4
3	Human Resource Information System	4
Semester - 8		
1	Hedge Fund Management	4
2	Agriculture and Rural Marketing	4
3	Compensation Management	4

BBA WITH FIN/MKT/HR

No.	Subjects Name	Credit
Semester - 1		
1	Marketing Management	4
2	Human Resource Management	4
Semester - 2		
1	Financial Management	4
2	Consumer Behaviour	4
Semester - 3		
1	Financial Statement Analysis	4
2	Advertising and Sales Management	4
3	Human Resource Planning and Development	4
Semester - 4		
1	Indian Financial System	4
2	International Business	4
3	Strategic Human Resource Management	4
Semester - 5		
1	Stock Market Operations	4
2	Retail Management	4
3	Industrial Relations and Jurisprudence	4
Semester - 6		
1	Asset Allocation & Portfolio Management	4
2	Digital Marketing	4
3	International Human Resource Management	4
Semester - 7		
1	Wealth Management	4
2	Services Marketing	4
3	Human Resource Information System	4
Semester - 8		
1	Hedge Fund Management	4
2	Agriculture and Rural Marketing	4
3	Compensation Management	4

BBA WITH FINTECH

No.	Subjects Name	Credit
Semester - 1		
1	Financial Markets and Instruments	4
2	Database Management System	4
Semester - 2		
1	Relational Database Management System	4
2	Direct and Indirect Taxation	4
Semester - 3		
1	Credit Management	4
2	Financial Technology Services and Management	4
3	Web technology	4
Semester - 4		
1	Investment Analysis and Management	4
2	Cyber Security and Laws	4
3	Fundamentals of Data Analytics	4
Semester - 5		
1	Micro Finance	4
2	Python for FinTech	4
3	Digital Banking	4
Semester - 6		
1	Big Data Analysis	4
2	Artificial Intelligence	4
3	Financial Modeling	4
Semester - 7		
1	Fixed Income Securities	4
2	Fraud Risk Management and Forensic Accounting	4
3	cloud computing	4
Semester - 8		
1	Block Chain & Crypto Currency	4
2	Business intelligence	4
3	International Finance	4

MBA WITH FIN/MKT/HR

No.	Subjects Name	Credit
Semester - 1		
1	Accounting For Managers	4
2	Principles of Management	4
3	Organizational Behaviour	4
4	Managerial Economics (Micro + Macro)	4
5	Managerial Communication	4
6	Statistics For Managers	3
7	Soft Skills for Managers	2
Semester - 2		
1	Financial Management	4
2	Marketing Management	4
3	Human Resource Management	4
4	Research Methods for Managers	4
5	Intellectual Property Rights	4
6	Venture Capital Management	3
7	Advanced Excel	2
	Summer Internship Project (Practical)	4
Semester - 3		
1	Strategic Management	4
2	IR & Labour Laws	4
3	Talent and Knowledge Management	4
4	Integrated Marketing Communication	4
5	Customer Relationship Management	4
6	Investment Analysis and Portfolio Management	4
7	Risk Management and Derivatives	4
Semester - 4		
1	Comprehensive Project (Practical)	4
2	International Human Resource Management	4
3	Employee Experience management	4
4	Global Marketing	4
5	International Financial Management	4

FINTECH

No.	Subjects Name	Credit
Semester - 1		
1	Accounting For Managers	4
2	Principles of Management	4
3	Organizational Behaviour	4
4	Managerial Economics (Micro + Macro)	4
5	Managerial Communication	4
6	Statistics For Managers	3
7	Soft Skills for Managers	2
Semester - 2		
1	Financial Management	4
2	Marketing Management	4
3	Human Resource Management	4
4	Research Methods for Managers	4
5	Intellectual Property Rights	4
6	Venture Capital Management	3
7	Advanced Excel	2
	Summer Internship Project (Practical)	4
Semester - 3		
1	Strategic Management	4
2	Enterprise Resource Planning	4
3	Corporate Governance	4
4	Introduction to Fintech	4
5	Artificial Intelligence in Fintech	4
6	Global Financial Markets and Products	4
7	Blockchain and Applications	4
Semester - 4		
1	Comprehensive Project (Practical)	6
2	Machine Learning for fintech	4
3	Financial analytics	4
4	Algorithmic and High Frequency Training	4
5	Fintech in Wealth Management	4

DIGITAL MARKETING

No.	Subjects Name	Credit
Semester - 1		
1	Accounting For Managers	4
2	Principles of Management	4
3	Organizational Behaviour	4
4	Managerial Economics (Micro + Macro)	4
5	Managerial Communication	4
6	Statistics For Managers	3
7	Soft Skills for Managers	2
Semester - 2		
1	Financial Management	4
2	Marketing Management	4
3	Human Resource Management	4
4	Research Methods for Managers	4
5	Intellectual Property Rights	4
6	Venture Capital Management	3
7	Advanced Excel	2
Summer Internship Project (Practical)		4
Semester - 3		
1	Strategic Management	4
2	Enterprise Resource Planning	4
3	Corporate Governance	4
4	Lead Generation and Marketing Automation	4
5	Content Marketing	4
6	Social Media Marketing	4
7	Advanced Digital Marketing	4
Semester - 4		
1	Comprehensive Project (Practical)	6
2	Design Thinking	4
3	Website Planning and Structure	4
4	Search Engine Optimization	4
5	Influencer Marketing	4

INTERNATIONAL BUSINESS (IB)

No.	Subjects Name	Credit
Semester - 1		
1	Accounting For Managers	4
2	Principles of Management	4
3	Organizational Behaviour	4
4	Managerial Economics (Micro + Macro)	4
5	Managerial Communication	4
6	Statistics For Managers	3
7	Soft Skills for Managers	2
Semester - 2		
1	Financial Management	4
2	Marketing Management	4
3	Human Resource Management	4
4	Research Methods for Managers	4
5	Intellectual Property Rights	4
6	Venture Capital Management	3
7	Advanced Excel	2
	Summer Internship Project (Practical)	4
Semester - 3		
1	Strategic Management	4
2	Enterprise Resource Planning	4
3	Corporate Governance	4
4	Legal Framework of Business	4
5	Export and Import Management	4
6	Trade Finance and Forex Management	4
7	French Language	4
Semester - 4		
1	Comprehensive Project (Practical)	6
2	Financial Management	4
3	ERP Business Process and Integration	4
4	Global Strategic Management	4
5	German Language	4

ENTREPRENEURSHIP

No.	Subjects Name	Credit
Semester - 1		
1	Accounting For Managers	4
2	Principles of Management	4
3	Organizational Behaviour	4
4	Managerial Economics (Micro + Macro)	4
5	Managerial Communication	4
6	Statistics For Managers	3
7	Soft Skills for Managers	2
Semester - 2		
1	Financial Management	4
2	Marketing Management	4
3	Human Resource Management	4
4	Research Methods for Managers	4
5	Intellectual Property Rights	4
6	Venture Capital Management	3
7	Advanced Excel	2
Summer Internship Project (Practical)		4
Semester - 3		
1	Strategic Management	4
2	Enterprise Resource Planning	4
3	Corporate Governance	4
4	Business Models & Unit Economics	4
5	Lean Sales Strategies	4
6	Startup Ecosystem Support	4
7	Social and Family Entrepreneurship	4
Semester - 4		
1	Comprehensive Project (Practical)	6
2	Mergers and Acquisitions	4
3	Creativity, Innovation, and Entrepreneurship	4
4	Strategic Framework for MSMEs	4
5	Global Entrepreneurship	4

EVENT MANAGEMENT

No.	Subjects Name	Credit
Semester - 1		
1	Accounting For Managers	4
2	Principles of Management	4
3	Organizational Behaviour	4
4	Managerial Economics (Micro + Macro)	4
5	Managerial Communication	4
6	Statistics For Managers	3
7	Soft Skills for Managers	2
Semester - 2		
1	Financial Management	4
2	Marketing Management	4
3	Human Resource Management	4
4	Research Methods for Managers	4
5	Intellectual Property Rights	4
6	Venture Capital Management	3
7	Advanced Excel	2
Summer Internship Project (Practical)		4
Semester - 3		
1	Strategic Management	4
2	Enterprise Resource Planning	4
3	Corporate Governance	4
4	Event Planning	4
5	Principles of Event Management	4
6	Event Marketing Campaign	4
7	Budgeting and Costing of Events	4
Semester - 4		
1	Comprehensive Project (Practical)	6
2	Event Production and Logistics	4
3	Cross Cultural Management	4
4	Public Relations	4
5	Insurance & Risk Management	4



Gyanmanjari
Innovative University

“ Shaping Mind with *Skills*
And *Innovation* ”

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