

January 2023 Semester

Sl. No	Name of course	Credit/Non Credit	Course Coordinator (Course Faculty)		Semester & Start date	End Date of Course & Exam Month	Inst.	Credit	Language	Course URL	Discipline	Tentative Exam Date
1	Platform Business Models	Credit	Srinivasan R		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg01/preview	Management	5/13/2023
2	Advanced Corporate Strategy	Credit	R Srinivasan		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg03/preview	Management	5/14/2023
3	Arts and Culture: Towards a New Management Paradigm	Credit	A Damodaran		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg04/preview	Management	5/14/2023
4	Banking and Financial Markets: A Risk Management Perspective	Credit	P C Narayan		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg05/preview	Management	5/14/2023
5	Business Environment	Credit	Chhavi Jain		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIS	4	English	https://onlinecourses.swyam2.ac.in/imb23_mg06/preview	Management	5/14/2023
6	Consumer Buyer Behaviour	Credit	Ashish Hathi		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	Welingkar	4	English	https://onlinecourses.swyam2.ac.in/imb23_mg07/preview	Management	5/13/2023
7	Continuous Quality Improvement : Tools and Techniques	Credit	Sanjeev Singh		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	QCI	4	English	https://onlinecourses.swyam2.ac.in/imb23_mg08/preview	Management	5/13/2023
8	Customer Relationship Management	Credit	Shainesh G		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg09/preview	Management	5/13/2023

9	Economic foundations of Pricing	Credit	Sreelata Jonnalagedda		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg10/preview	Management	5/13/2023
10	Effective Business Communication	Credit	Bringi Dev; and Rakesh Godhwani		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg11/preview	Management	5/14/2023
11	Financial Accounting and Analysis	Credit	Padmini Srinivasan		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg12/preview	Management	5/14/2023
12	Innovation and Information Technology Management	Credit	Rahul De'		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg13/preview	Management	5/14/2023
13	Introduction to Banking and Financial Markets	Credit	P C Narayan		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg14/preview	Management	5/14/2023
14	Introduction to Marketing Essentials	Credit	Ashis Mishra		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg15/preview	Management	5/13/2023
15	Introduction to Managerial Economics	Credit	Subhashish Gupta		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg16/preview	Management	5/13/2023
16	Managing Innovation	Credit	Rishiksha Krishnan; and Vinay Dabholkar		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg17/preview	Management	5/13/2023
17	New Product Development	Credit	Ganesh Prabhu		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB	2	English	https://onlinecourses.swyam2.ac.in/imb23_mg18/preview	Management	5/13/2023

18	Operations Management	Credit	B Mahadevan		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB		2	English	https://onlinecourses.swayam2.ac.in/imb23_mg19/preview	Management	5/14/2023
19	Organizational Design: Creating Competitive Advantage	Credit	Sourav Mukherji		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB		2	English	https://onlinecourses.swayam2.ac.in/imb23_mg20/preview	Management	5/14/2023
20	Predictive Analytics	Credit	Dinesh Kumar		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB		2	English	https://onlinecourses.swayam2.ac.in/imb23_mg21/preview	Management	5/14/2023
21	Quantitative Marketing Research	Credit	Prithwiraj Mukherji		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB		2	English	https://onlinecourses.swayam2.ac.in/imb23_mg22/preview	Management	5/14/2023
22	Services Marketing: Concepts & Applications	Credit	Shainesh G		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB		2	English	https://onlinecourses.swayam2.ac.in/imb23_mg23/preview	Management	5/13/2023
23	Strategic Management	Credit	PD Jose; Rejie George; and Sai Yayavaram		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB		2	English	https://onlinecourses.swayam2.ac.in/imb23_mg24/preview	Management	5/13/2023
24	Total Productive Maintenance	Credit	Anil Kumar Srivastava		January Semester (Start: 15th January 2023)	28th April 2023 & Exam: May 2023(tentative)	QCI		4	English	https://onlinecourses.swayam2.ac.in/imb23_mg25/preview	Management	5/13/2023
25	Valuation and Creating Sustainable value	Credit	Padmini Srinivasan		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IIMB		2	English	https://onlinecourses.swayam2.ac.in/imb23_mg26/preview	Management	5/13/2023
26	Innovation and Start up policy	Credit	Rahul Mishra		January Semester (Start: 31st January 2023)	28th April 2023 & Exam: May 2023(tentative)	IILM		3	English	https://onlinecourses.swayam2.ac.in/imb23_mg27/preview	Management	5/14/2023