there is no elevator to success. you have to take the stairs.
## CONTENTS

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Vision Mission Objectives</td>
</tr>
<tr>
<td>2.</td>
<td>Director’s Message</td>
</tr>
<tr>
<td>3.</td>
<td>SSR Memorial Trust</td>
</tr>
<tr>
<td>4.</td>
<td>SSR IMR</td>
</tr>
<tr>
<td>5.</td>
<td>Infrastructure</td>
</tr>
<tr>
<td>6.</td>
<td>Career Path and Student Activities</td>
</tr>
<tr>
<td>7.</td>
<td>Faculty</td>
</tr>
<tr>
<td>8.</td>
<td>Result</td>
</tr>
<tr>
<td>9.</td>
<td>Application Form</td>
</tr>
<tr>
<td>10.</td>
<td>Syllabus</td>
</tr>
</tbody>
</table>

---

**Our Inspiration:**

- Hon’ble Chairman
- **Shri. Mohan S. Delkar**

- Secretary
- **Shri. Keshubhali Patel**

- Managing Trustee
- **Shri Ajit Deshpande**
**Our Vision**

To emerge as an Institution of Choice with sense of commitment to the World of Education.

**Our Mission**

To Impart Education of Global standards by inculcating creative ability and innovation in the students in order to achieve academic excellence while maintaining ethical management practices.

**Our Objectives**

1. To impart quality education through academic excellence.
2. To lead the profession globally by setting the highest standards of management practices, ethics, and excellence.
3. To nurture quality creative ability and innovation in stakeholders to emerge as leaders with a sense of commitment to the society and industry.
4. To enrich with a combination of Industry and Academic experience supported by global standard infrastructure.

**Quality Policy**

“SSR Institute of Management & Research” strives to be recognized as one of the leading business school in the Nation. We will achieve this through the commitment to provide the quality service for education in management as per professional standards, government rules and regulations, in order to develop qualified individuals who are well appreciated by the Industry. The commitment includes the desire for continually improving the effectiveness of imparting knowledge and quality management system. We aim for achieving our objectives through challenging periodic targets.

**Anti-Ragging Policy**

Ragging in any form is strictly prohibited within the Institute Premise or any other part of the Institute campus or Hostels.

It may be noted that the Institute takes a serious view of any individual/group that indulges in verbal threats, taunts and harassment and physical intimidation, assault etc. Stern disciplinary/legal action will be taken against anyone found to be doing so and may include expulsion from the Institute/ fine of Rs. 10000 / 2 years Rigorous Imprisonment.

Complaints regarding violation of ragging or any other disciplinary rules should be brought to the notice of the discipline Committee including the Director.
From the Directors Desk

I would like to thank you for the interest you have shown in SSR Institute of Management and Research and our MBA programme. The institute has completed eight eventful years of existence and contributed effectively to the needs of the society in professional education. The programme at the institute facilitates the development of budding managers who demonstrate excellence in the respective discipline. The MBA programme is an internationally recognized qualification that takes your knowledge and develops it in a rigorous academic framework, enhancing your ability to perform at managerial level. The student managers who graduate from SSR IMR are leaders in remarkably broad range of organizations, from entrepreneurial companies to established firms, government and non-profit organization.

I along with the whole team of SSR IMR prove to be on the right course to edge your way towards excellence. We welcome the students on behalf of our Trust to have the best green campus, excellent infrastructural facilities and enhanced capability in imparting knowledge of this Institute to cherish their dreams and transform them as successful citizens. This will be your opportunity to fine tune that competitive edge you may be looking for to simply upgrade your business skills and knowledge. I wish you all the best for your bright future.

Dr. Praveena S. Muley
Director, SSR IMR
In 2003, a self-financed charitable Trust “Swargeeya Sanjibhai Rupjibhai (SSR) Memorial Trust” ventured into the field of Education to undertake the great task of setting up a chain of Institutions in order to provide quality education to the students of Dadra & Nagar Haveli.

Dadra & Nagar Haveli, then, was a small progressive place and a business hub, but did not have any proper educational institutions to cater to the varied requirements of the resident and industrial community. Shri Mohan S. Delkar voiced the feelings of many concerned parents of Dadra & Nagar Haveli about the dearth of educational facilities and the urgent need of the people to bridge the demand and supply mismatch for a higher Education Center.

Shri Mohan S. Delkar, a great visionary and nationalist, who translated his ideas and dreams of promoting higher education into reality. In no time, he has carved out a niche for himself as an educationist, who believes in inculcation of values through education in the young generation. The group, under the able leadership of Shri Mohan S. Delkar and the active support and association of renowned academicians, experienced professionals, eminent industrialists and technocrats, has established the educational center in the following branches:

- SSR College of Arts, Commerce and Science.
- SSR College of Pharmacy.
- SSR College of Education.
- SSR Institute of Management & Research (IMR).

This is the only campus of its kind in Silvassa affiliated to Savitribai Phule Pune University, Pune. The educational campus under SSR Memorial Trust has a beautiful lush green campus elaborately spread over 50 acres of land catering to the aspirations of around 2500 students.
SSR IMR affiliated to Savitribai Phule Pune University (SPPU) Pune and approved by All India Council of Technical Education (AICTE), New Delhi. It presently runs the two years post graduate programme in Masters of Business Administration (MBA). The Institute is working with a vision for its academic excellence, research contribution, creative ability and innovation. The aim is to carve the students as leaders with a sense of commitment to the society and the Industry. With this, transforming untrained graduates into highly skilled corporate worthy individual is a strong aim of SSR IMR.

The Institute puts its best efforts to develop professionals who are armed not only with professional knowledge, but also with positive attitude, entrepreneurial skills, sense of responsibility and vision to fulfill organizational goals. IMR provides the need of the hour environment to the students with regular Industry Interface, Mentor Mentee Approach, International & National Educational Tours, Live Projects, Conference opportunities to students & staff and various other Educational & skill development avenues. The Industry Oriented approach & the Skill development environment at the Institute, enhances the personality of students and equips them to combat competition.
Infrastructure

Nurturing a Learning Community
The SSR IMR model is an ideal combination of the convenience and ease of access. Facilities at SSR IMR are designed to complement and enhance the faculty, resources and curricula that make SSR IMR a community that fosters professionals prepared to excel in tomorrow’s business world.

Classrooms
The air-conditioned classrooms are well equipped with PC, LCD, and Internet Connectivity.

Computer Centre
The computer center is equipped with more than 60 state of art Desktop PCs with high speed internet connection. The campus is completely connected with excellent Wi-Fi network.

Library and Knowledge Centre
At SSR IMR, the library is synonymous with an information hub. SSR IMR has a comprehensive collection of literature predominantly related to management and general subjects. Library is currently subscribing more than 48 journals both National and International repute. It has more than 4500 books and 1815 titles in the area of management and allied topics. The library has 250 CDs on academic contents. The institute also subscribes to 11 National Newspapers (in 4 languages). The library also offers a Book-Bank facility for its students. Citing the changing trend in learning, the library also provides an E-Library where the students can surf the internet for any research work. The library also subscribes to digital learning content from NDigital Online Database. For more information please contact website: www.ssrimrlibrary.webs.com

Auditorium
The Institute not only celebrates freedom of thought, cultivates vision and encourages growth, but also inculcates the spirit of professionalism. To fulfill these aspirations, the Institute has an air-conditioned auditorium to accommodate 150 people. Various events such as seminars & conferences, workshops, and other extracurricular activities are organized in the auditorium on regular basis.
The auditorium is equipped with latest public address system, LCD projectors, modern lighting system and comfortable seats.
Career Path & Student Activities

**Personality Development Program:**
“Attractiveness and magnetism of man’s personality is the result of inner radiance.”
- Yajur Veda

WE at SSR IMR work towards illuminating the inner radiance through self-conditioning, goal setting and positive attitude building which is reflected in one’s communication, etiquettes and dynamic living. Right from sowing positive qualities in the students we completely nurture them into fruitful humans in the various aspects of life being professional, social and personal.

---

**Industrial Visit**
The concept of Industrial visits has been woven into the academic practices of the institute keeping in mind that experiential learning is the ethos of SSR IMR. The motive is to provide the students with a right blend of theoretical learning and an opportunity to witness how those concepts are utilized in the practical environment.

**International Tour**
SSR Institute of Management & Research experienced its maiden International Tour to Dubai during the 1st week of April 2013. Dubai being a landmark city with respect to the Infrastructure & Retail Market, it gave utmost satisfaction to the team.

**Summer Internship**
Summer Internship is an integral part of the academic curriculum of MBA. For the successful completion of the MBA programme, the students are required to complete the Summer Internship.
Activities

National Conference – March 2016
SSR IMR organized its 2nd National Conference on 5th & 6th March 2016 with the theme "MSMEs: Opportunities & Challenges". Shri Ajay Thakur, Head of SME division BSE India, Mumbai was the Chief Guest of the Inaugural Session and Shri. Chandrakant Parekh, President SIMA & National General Secretary of All India MSME Association was the Guest of Honour. Shri Ajay Thakur, Lighting the lamp The Plenary Sessions had the experts from the Industry - Shri Aniruddha Panchal – AVP HR Huber Group, Vapi. Shri Rajesh Nadkarni – Leading CA & Financial Consultant and Shri Rajesh Telrandhe – Owner – Technocop, Silvassa. The Key Speakers at the Technical Session were Dr. Mrs. Asha Verulkar, Educationist. Nashik and Shri. Jaikishan Ramje, Ex-AGM, SBI Mumbai. The Valedictory session witnessed the presence of Shri VR Prakash from JSK Industries, Silvassa. We have received 33 Research papers from across 10 universities representing 4 states & 1 Union Territory Nurturing a Learning Community.

Panel Discussion on PMS Facilitated by ISTD In association with CII
Indian Society for Training & Development (ISTD) in association with the CII conducted a Panel Discussion with the theme Bringing ease in Performance Appraisal System on 15th Jan 2016. SSR IMR was the Venue and Intellectual Partner to the event. The event was attended by more than 50 Industry Representatives, IMR Students & Alumni. There were Four Panel Discussions with each Panel discussing on a separate topic related with PMS. 1. Inner Contradiction of Performance Appraisal System 2. Problems in Goal Setting & Measuring 3. Killing Impact of Bias, Recent Past, and Universal Curve 4. Way Forward - PMS Every Panel comprised of a Panel leader, representatives from Industry, IMR Faculty and IMR student. The level of interaction experienced was commendable and the major beneficiaries were the students, IMR Faculties and Industry at Large.

Launch of IMR Placement Brochure Batch 2014-16
Tally Education to IMR Finance Students an Employability Enhancement Initiative

SSR IMR in association with Chips and Bytes - Vapi, was successful in providing Tally Education, certified by Institute of Tally Learning, Bengaluru, to the Finance specialized students of Batch 2014-16. Mr. Ashish Parekh and Mr. Ketan Prajapati were the resource persons who have imparted the knowledge of Tally among the students Panel Discussion on PMS Facilitated by ISTD In association with CII

Big Bazaar Short Term Internship

Our students had a wonderful opportunity when they were offered 4 days short term internship at Big Bazaar Vapi. Their role was to assist the Floor Managers during the Largest Sale of the year between 23rd January 2016 to 26th January 2016 also known as the Big Day Sales. The students were given inputs on how to manage the crowd and also encouraged to interact with the customers and enhance the sales at Big Bazaar Vapi.

ZEST @ IMR- Feb 2016

An Inter collegiate academic fest was organised at IMR with competitions in the areas of Poster Making, Short Videos and Presentation. This was the maiden effort from IMR and relative success was recorded. The massive aim was to encourage the youth to participate in the creative activities. There was a good representation from South Gujarat Colleges, Government College at Silvassa, Dahanu (Mahrashtra) and SSR ACS, Silvassa

SSR Memorial Trust’s Sports Meet - 2016

SSR Memorial trust had organized Sports Meet 2016 from 27th January to 29th January. The Inauguration of the event was done by the SP, DNH & Director of Education Shri. Saju P. Kuruvilla, IPS and the Guest of Honour at the Inaugural was Shri. Dileep Launde Physical Director BYTCO College, Nashik. The IMR Team participated in all the Games including Cricket (Boys & Girls), Basketball, Volleyball, Tug of War, Indoor Games like Chess & Table Tennis and Track & Field Events like 100 mtrs (Boys & Girls), Shot put & Discuss Throw.
Industrial Visit @ IMR
Students of MBA 1st Year went for a short Industry visit on 13th Feb 2016. It is an annual pattern of the Institute to conduct short Industry visits for the 2nd Semester students. It has multiple affects with immediate benefit being exposure to Industrial Atmosphere by observation & interaction with Industrial Personnel and also the students start gearing up for the upcoming Internship project after SEM II.

List of visiting Organizations:
1. R R Wires Ltd., Rakholi
2. Apar Industries Ltd., Athola
3. Navneet Education Ltd., Sayli

BizXcellence 2016: Business Plan Competition at Uka Tarsadia University (UTU), Bardoli, Gujarat
SSR IMR students participated at the BizXcellence 2016 - A Competitive Youth Festival. The Competition was organized by the Department of Management SRIMCA, Uka Tarsadia University (UTU), Bardoli, Gujarat on 30th Jan 2016.
We are proud to announce that our Team Miss. Priti Prasad, Miss. Nutan Tandel, Mr. Snehal Patel and Mr. Darshan Shetigar from MBA 2nd Year were WINNERS in Vyapar Aayojan (Business Plan Competition).

Placement @ IMR
List of Organizations:
- Saras Plywood, Vapi
- Trade India, Vapi
- HDFC Bank, Silvassa
- Kotak Mahindra
- Parth Real Estates, Vapi
- A1 Fence products Pvt Ltd. Sanjan
- YESBANK
- Microinks
- IndusInd Bank
- Priya Placements
Intellectual Capital

Dr. Praveena S. Muley
Director
Ph.D., M.Com, B.Com

Faculty

Dr. Rajesh Kumar Pandey
Assistant Professor
Ph.D., MBA,
PGDHRM, B.Com (Hons.)

Mr. Bhada Mohd. Bilal A.
Assistant Professor
MBA, B.E. (Mech.) NET

Mr. Somnath Bava
Librarian
NET, SET, M.Phil.,
M.L.I.Sc, B.Com

Mr. Nainesh Mutha
Assistant Professor
MBA, B.E. (Comp.Sci.),
NET

Mrs. Natasha Nunes
Assistant Professor
MBA, B.Com, NET

Mrs. Diksha Swaroop
Assistant Professor
PGDM(HR), M.A., B.A.

Mr. Amar Vangad
Assistant Professor
MBA, BBA

List of Speakers / Guest Faculties

Mr. K. P. Sharma, MSME
Mr. Rakesh Desai
Eminent Motivational Speaker

Mr. Neelabh Kaushik,
JSK Industries Ltd.
Mr. Tarang Shah,
Essenza Life science Ltd.,

Mr. K.J. Modi,
Reliance Industries
Mr. Sujendra Roy,
Apar Industries

Mr. P. K. Jadia, Total HR
Mr. Gopal Singh
- Vikalpa Social and Charitable Trust

Mr. Mahendra Shah,
Grauer & Weil
Mr. Parth Sarthy,
Dolphin Enterprise

Mr. Parthiv Shah, HDFC Bank
Mr. Manu Mathew,
Micro Inks (Now Huber Group)

Mr. Ashish Parekh,
Chips & Byte
Mr. Baj Nath,
Free-Lance Consultant

Mr. Sushil Patel,
Bayer Crop science
Mr. Asit Ranjan, Big Bazaar

Mr. Amit Chilka
Trainer, MakeIntern.com

Mrs. Indu Nair,
Bayer Crop science

Mr. A. G. Vohra,
Apar Industries

Mr. Magbool Surya,
Alpha Packaging

Ms. Phalguni Desai,
Grauer & Weil

Mr. Shivu L G,
Press Bress Wires

Mr. Niraj Patel,
Big Bazaar
Result of Batch 2014-16

100% Result

Important Website

DTE : www.dtemaharashtra.gov.in
(For admission details)

Savitribai Phule Pune University : www.unipune.ac.in

Dadra & Nagar Haveli : www.dnh.nic.in

SSR IMR, Silvassa : www.ssrimr.edu.in

SSRIMR Library : www.ssrimrlibrary.webs.com
Application for Admission
For Office Use Only

Sr. No. :

Received Rs. ___________ on _____________
Receipt No. ___________ Dated ____________
Cashier’s Signature ____________________________

(Please Use Ball Pen Only)  (To be filled by the Applicant)

To,
The Director,
SSR Institute of Management & Research

Respected Sir/Madam,
Kindly admit me to the 1st year/ IInd year of MBA in SSR IMR
I hereby declare that the information given below is correct. I hereby undertake to abide by the rules and regulations of the Institute/ University / Government in force at any time, I shall not hold either party responsible for the same. I also hereby undertake to abide by the University / Government / Institute rules that I will attend more than 75% lectures in the Class.

(Name & Signature of the Parent / Guardian)                      Yours Obediently,
Date: _______________ Place: ______________________              (Signature of the Applicant)

(1) Applicant’s Name : ________________ ________________ ________________
    (In Block Letters)    Surname  Name  Father’s/Mother’s/ Husband’s Name
(2) Name in Devnagri Script: ________________________________________________
(3) Local Address: __________________________________________________________

    Telephone/Mobile: _______________  Email: ________________________________
(4) Permanent Address: _____________________________________________________

    Telephone/Mobile: _______________  Email: ________________________________
(5) Date of Birth: ___________  Blood Group: ______  Place of Birth: ___________ Caste: __________________
(6) Profession of Father/Guardian/Mother ______________________________________
(7) Annual Income (Rs): ___________________________________________________
(8) Educational Qualification

<table>
<thead>
<tr>
<th>Name of Examination</th>
<th>Board / University</th>
<th>Year of Passing</th>
<th>Marks Obtained/ Out of</th>
<th>Percentage &amp; Division Secured</th>
</tr>
</thead>
<tbody>
<tr>
<td>S.S.C. (10th)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H.S.C. (12th)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post Graduation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any Other Course</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Undertaking**

I have read the rules and regulations regarding discipline, fee structure etc, of the institute and the same are binding on me. I undertake to abide by the same in letter and in spirit and that any breach thereof shall render me liable for disciplinary action including cancellation of admission/terms.

______________________________________________
Applicant’s Signature

______________________________________________
Parent’s / Guardian’s Signature

Place : 
Date :

**Director**
SSR Institute of Management & Research

---

**Checklist of documents to be attached: (For Office Use Only)**

a. Original statement of marks obtained in 10th, 12th, Graduation or its equivalent examination
b. Passing Certificate
c. Original Leaving Certificate/ Transfer Certificate of last College attended
d. Migration Certificate
e. Caste Certificate (if any) (Caste validity, non-creamy layer certificate)
f. Domicile Certificate
g. Nationality Proof
h. Passport size Photographs (5 nos.)
## Course Content

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Generic Core Courses</th>
<th>Total Marks</th>
<th>Semster II</th>
<th>Generic Core Courses</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accounting for Business Decisions</td>
<td>100</td>
<td>1</td>
<td>Marketing Management</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Economic Analysis for Business Decisions</td>
<td>100</td>
<td>2</td>
<td>Financial Management</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Legal Aspects of Business</td>
<td>100</td>
<td>3</td>
<td>Human Resource Management</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Business Research Methods</td>
<td>100</td>
<td>4</td>
<td>Decision Science</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>Organizational Behaviour</td>
<td>100</td>
<td>5</td>
<td>Operations &amp; Supply Chain Management</td>
<td>100</td>
</tr>
<tr>
<td>6</td>
<td>Basics of Marketing</td>
<td>100</td>
<td>6</td>
<td>Management Information</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Generic Elective Courses</strong></td>
<td></td>
<td></td>
<td><strong>Generic Elective Courses</strong></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Elective Paper I</td>
<td>50</td>
<td>7</td>
<td>Elective Paper I</td>
<td>50</td>
</tr>
<tr>
<td>8</td>
<td>Elective Paper II</td>
<td>50</td>
<td>8</td>
<td>Elective Paper II</td>
<td>50</td>
</tr>
<tr>
<td>9</td>
<td>Elective Paper III</td>
<td>50</td>
<td>9</td>
<td>Elective Paper III</td>
<td>50</td>
</tr>
<tr>
<td>10</td>
<td>Elective Paper IV</td>
<td>50</td>
<td>10</td>
<td>Elective Paper IV</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td><strong>Grand Total</strong></td>
<td>800</td>
<td></td>
<td><strong>Grand Total</strong></td>
<td>800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Generic Core Courses</th>
<th>Total Marks</th>
<th>Semster IV</th>
<th>Generic Core Courses</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strategic Management</td>
<td>100</td>
<td>1</td>
<td>Managing for Sustainability</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Enterprise Performance Management</td>
<td>100</td>
<td>2</td>
<td>Dissertation</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>Startup and New Venture Management</td>
<td>100</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Specialisation Core Courses</strong></td>
<td></td>
<td></td>
<td><strong>Specialisation Core Courses</strong></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Specialisation Paper I</td>
<td>100</td>
<td>5</td>
<td>Specialisation Paper I</td>
<td>100</td>
</tr>
<tr>
<td>6</td>
<td>Specialisation Paper II</td>
<td>100</td>
<td>6</td>
<td>Specialisation Paper II</td>
<td>100</td>
</tr>
<tr>
<td>7</td>
<td>Specialisation Elective Paper I</td>
<td>50</td>
<td>7</td>
<td>Specialisation Elective Paper I</td>
<td>50</td>
</tr>
<tr>
<td>8</td>
<td>Specialisation Elective Paper II</td>
<td>50</td>
<td>8</td>
<td>Specialisation Elective Paper II</td>
<td>50</td>
</tr>
<tr>
<td>9</td>
<td>Specialisation Elective Paper III</td>
<td>50</td>
<td>9</td>
<td>Specialisation Elective Paper III</td>
<td>50</td>
</tr>
<tr>
<td>10</td>
<td>Specialisation Elective Paper IV</td>
<td>50</td>
<td>10</td>
<td>Specialisation Elective Paper IV</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td><strong>Grand Total</strong></td>
<td>850</td>
<td></td>
<td><strong>Grand Total</strong></td>
<td>550</td>
</tr>
</tbody>
</table>

## Specialization Offered

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Generic Core Courses</th>
<th>Sr. No.</th>
<th>Generic Core Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing Management (MKT)</td>
<td>10</td>
<td>Technology Management (TM)</td>
</tr>
<tr>
<td>2</td>
<td>Financial Management (FIN)</td>
<td>11</td>
<td>Banking &amp; Insurance Management (BIM)</td>
</tr>
<tr>
<td>3</td>
<td>Information Technology Management (IT)</td>
<td>12</td>
<td>Healthcare Management (HM)</td>
</tr>
<tr>
<td>4</td>
<td>Operations Management (OPE)</td>
<td>13</td>
<td>Entrepreneurship Development (ED)</td>
</tr>
<tr>
<td>5</td>
<td>Human Resources Management (HR)</td>
<td>14</td>
<td>Services Management (SM)</td>
</tr>
<tr>
<td>6</td>
<td>International Business Management (IB)</td>
<td>15</td>
<td>Retail Management (RM)</td>
</tr>
<tr>
<td>7</td>
<td>Supply Chain Management (SCM)</td>
<td>16</td>
<td>Digital Media &amp; Communication Marketing (MC)</td>
</tr>
<tr>
<td>8</td>
<td>Rural &amp; Agribusiness Management (RABM)</td>
<td>17</td>
<td>Tourism and Hospitality Management (THM)</td>
</tr>
<tr>
<td>9</td>
<td>Family Business Management (FBM)</td>
<td>18</td>
<td>Defence Management (DM)</td>
</tr>
</tbody>
</table>