



SCHOOL OF COMMERCE & MANAGEMENT

Department of Management
NOTICE

Ref No: AJU/SCoM/DoM/2025/919

Date: 22.01.2025

This is to inform all students of **MBA Semester- IV batch 2023-25** that for the following courses of the semester 4, considering your employment status and engagements it has been decided that all of you have to complete courses from Coursera. These courses on coursera will replace two internal exams therefore completing these courses is mandatory. The last date for the same is 8th of March 2025. The rest of the two internals will be conducted and the details of these internals will be shared with you shortly.

Important Instructions:

1. Students are required to complete the Coursera courses by the deadlines specified.
2. Completion certificates for the Coursera courses must be submitted to the respective course instructors for validation.
3. Failure to complete the assigned Coursera courses will result in the forfeiture of marks equivalent to the two internal exams.

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Copy for the information:

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge Web services for Website Updation
6. Notice Board
7. Guard File

MBA-SEMESTER-4

<u>S.No</u>	Course Code	Course Title	COURSERA COURSES LINK
1	MGT34136	SERVICE MARKETING	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/customer-service-fundamentals?source=search
2		CUSTOMER RELATIONSHIP MANAGEMENT	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/sales-and-crm-overview?source=search https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/customer-relationship-management?source=search
3		TOTAL QUALITY MANAGEMENT	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/specializations/six-sigma-fundamentals?source=search#outcomes https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/specializations/six-sigma-green-belt?source=search
4	MGT34135	DIGITAL and SOCIAL MEDIA MARKETING	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/social-media-marketing-introduction?source=search https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/social-media-management?source=search
5	MGT34139	EMPLOYEE RELATIONS	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/employee-relations?source=search
6		INCENTIVES & COMPESATION MANAGEMENT	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/compensation-and-benefits?source=search
7	MGT34140	HR ANALYTICS	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/human-resources-analytics?source=search https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/career-guide-and-interview-prep-for-data-analyst?source=search https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/gender-analytics-innovation?source=search
8		EMOTIONAL INTELLIGENCE AND MANAGERIAL EFFECTIVENESS	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/emotional-intelligence-cultivating-immensely-human-interactions?source=search

9		STRATEGIC FINANCIAL MANAGEMENT	https://www.coursera.org/learn/management-essentials-strategic-planning https://www.coursera.org/learn/strategic-management https://www.coursera.org/learn/strategic-management-be-competitive
10		INVESTMENT BANKING & FINANCIAL DERIVATIVES	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/investment-banking-mergers-acquisitions-ipos#modules https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/investment-banking-financial-analysis-valuation#modules https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/derivatives-options-futures#modules
11	MGT34141	BEHAVIOURAL FINANCE	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/duke-behavioral-finance?source=search https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/human-decision-making-and-its-biases?fromClip=sfc_page_course_link~GXcVF#modules
12		MICROFINANCE	https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/banking-and-finance-in-india https://www.coursera.org/programs/jgi-faculty-development-program-on-coursera-984mg/learn/decoding-bfsi-key-segments-and-functions-in-finance?fromClip=sfc_page_course_link~FztYL#modules
13		TECH EGDE SYNERGY- IV	Preparing Data for Analysis with Microsoft Excel Coursera - <i>you can skip vidoes for the topics you know.</i> Harnessing the Power of Data with Power BI Coursera - Certificate Required