

First Semester

Sl No	Subject	Video Title	Faculty Incharge	Video Link
1	Entrepreneurship Development	Economics, Management, Entrepreneurship	Dr. Suryakumar N Khanai	http://kcl.digimat.in/nptel/courses/video/110105067/L01.html
2	Entrepreneurship Development	Introduction to Entrepreneurship	Dr. Suryakumar N Khanai	http://kcl.digimat.in/nptel/courses/video/110106141/L01.html
3	Research Methodology	Marketing Research and Analysis	Dr. Suryakumar N Khanai	http://kcl.digimat.in/nptel/courses/video/110107080/L01.html
5	Managerial Communication	Managerial Communication	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110105052/L12.html
6	Managerial Communication	Managerial Communication	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110105052/L16.html
7	Managerial Communication	Managerial Communication	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110105052/L34.html
8	Accounting for Managers	Introduction to Management Accounting	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110101003/L01.html
9	Accounting for Managers	Introduction to Financial Accounting & Reporting	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110107073/L01.html

10	Marketing Management	Introduction to Marketing	Prof. Vishal Bogar	http://www.digimat.in/nptel/courses/video/110104068/L01.html
11	Marketing Management	Analysing Consumer Behaviour	Prof. Vishal Bogar	http://www.digimat.in/nptel/courses/video/110105054/L01.html
12	Marketing Management	Distribution and Promotion	Prof. Vishal Bogar	http://www.digimat.in/nptel/courses/video/110105122/L01.html

Second Semester

Sl No	Subject	Video Title	Faculty Incharge	Video Link
1	Research Methodology	Marketing Research and Analysis	Dr. Suryakumar N Khanai	http://kcl.digimat.in/nptel/courses/video/110107080/L01.html
2	Research Methodology	Research Writing	Dr. Suryakumar N Khanai	http://kcl.digimat.in/nptel/courses/video/110105091/L01.html
3	Research Methodology	Descriptive, Predictive and Prescriptive Analytics	Dr. Suryakumar N Khanai	http://kcl.digimat.in/nptel/courses/video/110104086/L01.html
4	Managerial Economics	Introduction to managerial Economics	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110101005/L01.html
5	Managerial Economics	Theories of Cost	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110101005/L20.html

6	Managerial Economics	Product Pricing	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110101005/L39.html
7	Financial Management	Introduction to Working Capital Management	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110108056/L01.html
8	Financial Management	Introduction to Working Capital Management	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110107093/L02.html
9	Strategic Management	Overview of Strategic Management	Prof. Vishal Bogar	http://www.digimat.in/nptel/courses/video/110108047/L01.html
10	Strategic Management	Strategy Formulation	Prof. Vishal Bogar	http://www.digimat.in/nptel/courses/video/110106435/L01.html
11	Strategic Management	Strategy Implementation	Prof. Vishal Bogar	http://kcl.digimat.in/nptel/courses/video/110108047/L27.html

Third Semester

Sl No	Subject	Video Title	Faculty Incharge	Video Link
1	Logistics & Supply Chain Management	Introduction to Global Supply Chain Management	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110108056/L01.html
2	Logistics & Supply Chain Management	Introduction to Global Supply Chain Management	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110108056/L02.html

3	Securities Analysis & Portfolio Management	Introduction to Investment Management	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110105035/L01.html
4	Securities Analysis & Portfolio Management	Markets & Investments	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110105035/L02.html
5	Strategic Cost Management	Cost Management	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110101132/L01.html
6	Strategic Cost Management	Cost Volume Profit Analysis	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110101132/L04.html
7	Strategic Cost Management	Budget and Budgetary Control	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110101132/L15.html
8	Industrial Relations & Legislations	Labour Welfare & Industrial Relations	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110103506/L01.html
9	Industrial Relations & Legislations	Industrial Disputes	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110103506/L11.html
10	Consumer Behaviour	Consumer Decision Making	Prof. Vishal Bogar	http://www.digimat.in/nptel/courses/video/110105054/L01.html
11	Consumer Behaviour	Opinion Leadership	Prof. Vishal Bogar	http://www.digimat.in/nptel/courses/video/110105074/L01.html

12	Sales and Retail Management	Management of Sales Territory & Sales Quota	Prof. Vishal Bogar	http://www.digimat.in/nptel/courses/video/110104117/L01.html
13	Sales and Retail Management	Setting up Retail organization	Prof. Vishal Bogar	http://kcl.digimat.in/nptel/courses/video/110107167/L03.html

Fourth Semester

Sl No	Subject	Video Title	Faculty Incharge	Video Link
1	International Business	Introduction to International Business	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110107145/L01.html
2	International Business	Importance Nature & Scope	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110107145/L02.html
3	Global Financial Management	International Financial Environment	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110105057/L01.html
4	Global Financial Management	International Financial Transactions	Prof. Nilambika S Shetti	http://kcl.digimat.in/nptel/courses/video/110105057/L02.html
5	Merger Acquisition & Corporate Restructuring	Introduction to Merger Acquisition	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110105165/L02.html
6	Merger Acquisition & Corporate Restructuring	Take over Tactics	Prof Sheetal Pawar	http://kcl.digimat.in/nptel/courses/video/110105165/L06.html

7	Merger Acquisition & Corporate Restructuring	Acquisition and Due Diligence	Prof Sheetal Pawar	http://kcl.digimat.in/npTEL/courses/video/110105165/L11.html
8	Conflict and Negotiation Management	Conflict Management through Mediation	Prof Sheetal Pawar	http://www.digimat.in/npTEL/courses/video/129106008/L25.html
9	Strategic Brand Management	Model of CBBE	Prof. Vishal Bogar	http://www.digimat.in/npTEL/courses/video/110107161/L01.html
10	Strategic Brand Management	Brand hierarchy	Prof. Vishal Bogar	http://www.digimat.in/npTEL/courses/video/110107161/L52.html
11	Integrated Marketing Communications	Integrated Marketing Communication	Prof. Vishal Bogar	http://www.digimat.in/npTEL/courses/video/110107158/L53.html
12	Integrated Marketing Communications	Advertising Agency	Prof. Vishal Bogar	http://www.digimat.in/npTEL/courses/video/110107158/L01.html