

Samrat Ashok Technological Institute

Department of Management Studies

(As per BoS agenda Dec-2025, Item no. 6)

Suggested pool of Subjects for Minor Degree for B.Tech Students

Category – “Business Development , Marketing & Finance”

Title of the Course	Instructor	Institute	Credit
Production and Operation Management	Prof. Rajat Agrawal	IIT Roorkee	3
Project Management	Prof. Ramesh Anbanandam	IIT Roorkee	2
Business Development: From Start to Scale	Prof. C Bhaktavatsala Rao	IIT Madras	3
E-Business	Prof. Mamata Jenamani	IIT Kharagpur	3
Management of New Products and Services	Prof. Jayanta Chatterjee	IIT Kanpur	1
Financial Derivatives & Risk Management	Prof. J. P. Singh	IIT Roorkee	3
Innovation in Marketing and Marketing of Innovation	Prof. Vinay Sharma	IIT Roorkee	3
Management of Field Sales	Prof. Jayanta Chatterjee	IIT Kanpur	1
Integrated Marketing Management	Prof. R Srinivasan	IISc Bangalore	2
Business analytics and data mining Modeling using R	Prof. Gaurav Dixit	IIT Roorkee	3
Marketing Management – II	Prof. Jayanta Chatterjee, Prof. Shashi S Mishra	IIT Kanpur	2
Corporate Strategy: Advanced Concepts and Applications	Prof. R Srinivasan	IISc Bangalore	2
Advanced Financial Analytics	Prof. Abhinava Tripathi	IIT Kanpur	3
Fundamental of Digital Marketing	Prof. Saini Das , Prof. Atanu Gosh	IIT Kharagpur	2
Principles of Management	Prof. Usha Lenka	IIT Roorkee	3
Advertising & Promotions Management	Prof .Mrinalini Pandey	IIT - ISM Dhanbad	3

Note: Students are advised to earn minimum 20 additional credits through MOOC (Swayam/NPTEL) from 5th semester onwards to earn minor degree.