

Curriculum Structure

**PGDM
Batch 2020-22**

Programme Level Outcomes PGDM (G)-

The graduates of the programme will be able to:

- Communicate effectively
- Demonstrate ability to work in teams to achieve desired goals
- Reflect on business situations applying relevant conceptual frameworks
- Evaluate different ethical perspectives
- Comprehend sustainability issues
- Exhibit innovative and creative thinking

CURRICULUM ARCHITECTURE

TRIMESTER – I Core Courses

No.	Courses	Credits	Sessions	Hours
1	Data Analysis Using Spreadsheet	3	24	30
2	Accounting Fundamentals	3	24	30
3	Managerial Economics	3	24	30
4	Statistics for Management	3	24	30
5	Organisational Behaviour	3	24	30
6	Business Text Analysis	1.5	12	15
7	Fundamentals of Marketing	1.5	12	15
8	Principles of Management	1.5	12	15
	Total	19.5	156	195

TRIMESTER – II Core Courses

No.	Courses	Credits	Sessions	Hours
1	Marketing Management	3	24	30
2	Corporate Finance	3	24	30
3	Managing Human Resources	3	24	30
4	Operations Management	3	24	30
5	Business and Economic Environment	3	24	30
6	Professional Spoken Communication	1.5	12	15
7	Management Accounting	1.5	12	15
8	Legal Aspects of Management (Seminar)	1	8	10
9	Workshop on Design Thinking	1	8	10
	Total	20	160	200

TRIMESTER – III Core + Elective Courses (Specialization Core)

No.	Courses	Credits	Sessions	Hours
1	Strategic Management	3	24	30
2	Applied Managerial Communication	3	24	30
3	Management Information Systems	1.5	12	15
4	Business Research Methods	1.5	12	15
5	Workshop on Professional Ethics	1	8	10
6	Workshop on Entrepreneurship	1	8	10
7	Business, Environment and Social Sustainability (Seminar)	1	8	10
8	Strategy Simulation (Workshop)	1	8	10
9	Elective Courses-Specialization Core- Marketing Management/ Finance / Human Resource Management/ Operations Management/ Business Analytics and Decision Sciences*	6	48	60
	Total	19	152	190

SUMMER INTERNSHIP PROJECT – 6 Credits**FOURTH TRIMESTER**

No.	Courses	Credits	Sessions	Hours
1	Five (5) Electives	5 x 3=15	120	150
	Total	15	120	150

FIFTH TRIMESTER

No.	Courses	Credits	Sessions	Hours
1	Five (5) Electives	5 x 3=15	120	150
	Total	15	120	150

SIXTH TRIMESTER

No.	Courses	Credits	Sessions	Hours
1	Three (3) Elective Courses	3 x 3=9	72	90

	Total	9	72	90
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Specializations Offered*

Area Specializations:

From the selected functional areas, 1 specialization core will be given in first year (third trimester), 1 specialization core will be given in second year (fourth trimester) and remaining electives will be chosen during second year.

Students can choose their electives from the following areas:

- Marketing Management
- Business Analytics and Decision Sciences
- Finance
- Operations Management
- Human Resource Management

Note: *In order to run a particular specialization combination, a minimum of 50 students should have opted for it. For an elective to be offered, there has to be a minimum of 20% of total students in that specialization. However, there may be exceptions based on the approval received from the Director/Dean(A).*

List of Electives:

Marketing Management

- Marketing Planning & Control (Specialization Core)
- Sales Management and Business Development (Specialization Core)
- Consumer Behaviour (Specialization Core)
- Services Marketing
- Global Marketing
- Marketing Analytics
- Digital Marketing
- Integrated Marketing Communication
- Online Branding and Reputation Management
- Social Media Marketing
- Brand Management
- Applied Aspects of Marketing Research
- Customer Relationship Management
- Retail Management
- Distribution and Channel Management,
- Strategic Marketing
- B2B Marketing
- Marketing of Financial Services

Finance

- Advanced Corporate Finance (Specialization Core)
- Corporate Valuation

- Financial Derivatives and Risk Management
- Financial Markets & Institutions
- Investment Management
- Project Finance
- Wealth Management
- International Finance
- Risk Management in Commercial Banks
- Financial Modelling & Analysis
- Corporate Tax Management
- Fixed Income Securities
- Corporate Restructuring
- Microfinance
- Banking Operations & Credit Analysis
- Financial Econometrics

Operations Management

- Operations Research (Specialization Core)
- Supply Chain Management (Specialization Core)
- Logistic Management
- Quality Management
- Optimization Techniques in Business Operations
- Materials and Inventory Management
- Managing Service Operations
- Project Management
- Operation Strategy
- Business Forecasting

Human Resource Management

- Advanced HRM (Specialization Core)
- Talent Acquisition (Specialization Core)
- Performance Management System
- Industrial Relations & Labour Laws
- Learning & Development
- HR Analytics
- Compensation Management
- Human Resource Information System
- International HRM
- Organizational Change & Development

Business Analytics & Decision Science

- Introduction to Business Analytics (Specialization Core)
- Data Visualization (Specialization Core)
- Predictive Analytics (Specialization Core)
- Text Analytics (Specialization Core)
- Introduction to Machine Learning and Artificial Intelligence (Specialization Core)
- Supply Chain Analytics
- People Analytics

- Financial Analytics

Note: *Out of the three Open electives, two courses should be selected from any of the functional areas / additional list of electives and one should be mandatorily opted from the Liberal Arts Basket (The specific courses within this basket would be decided every academic year and intimated later).*

Additional list of electives:

Information Technology

- E-Commerce
- Enterprise Resource Planning
- Cloud Computing for Business Management
- Web and Social Media Analytics
- Dash Board Reporting using Advanced Excel
- Knowledge Management
- E-Governance

International Business

- International Business
- Doing Business with Emerging Economies
- Applied Econometrics for Managers
- Global Business Environment
- Management of MNCs
- Export/Import Procedures & Documentation
- International Finance
- International Human Resource Management
- Global Marketing

Business Communication

- Workplace Etiquette
- Cross-cultural Communication (1.5 credits)
- Persuasive and Assertive Communication (1.5 credit)
- Digital Media Communication (1.5 credits)
- Internal Communication (1.5 credits)
- Negotiation Skills

Liberal Arts Basket:

- Career Advancement through Personal Effectiveness
- Cross Cultural Sensitivity
- Happiness and Well-being
- Language Chinese
- Language Spanish
- Women studies: Diversity and Inclusion

Note: *The courses offered under each specialization may be added or deleted, based on industry requirements and feedback.*