

## Course Structure PGDM (Two year fulltime program)

The overall program architecture, spread over two years, would be as under:-

Type of Course	No of Courses	Credits/ Course	Hours/ Credit	Total Credits	Total Hours
<b>Core</b>	21	2/3	10	60	600
<b>Elective</b>	12	3	10	36	360
<b>Experiential/ Wksps, etc</b>			20	5	100
<b>Total</b>	<b>33</b>			<b>101</b>	<b>1060</b>

### Core Courses

Course	Trimester	Area	Credits
Managerial Economics	1	Economics	3
Financial Accounting and Analysis	1	Finance	3
Manufacturing Operations Management	1	Operations	3
Individual and Group Behaviour in Organizations	1	OB & HRM	3

Business Communication	1	Communication	3
Business Statistics	1	Analytics	3
Macroeconomics and Global Business Environment	2	Economics	3
Management Accounting and Control	2	Finance	3
Service Operations Management	2	Operations	3
Marketing Management - I	2	Marketing	3
Organizational Structure, Design and Change	2	OB & HRM	2
Business Analytics	2	Analytics	3
Corporate Finance	3	Finance	3
Technology and Innovation Management	3	Operations	3
Marketing Management - II	3	Marketing	3
Human Resource Management	3	OB & HRM	2
Business Law	3	Law	3
IT for Management	3	IT	2
Entrepreneurship	3	Entrepreneurship	3
Strategic Management	4	Strategy	3
Business Ethics, Corp Governance & Social Responsibility	4	Ethics & CSR	3

### Electives

Trimester-wise details of electives are tabulated below. Depending on the needs of the environment as well as aspirations of students, the list of electives will undergo revision on a continuous basis.

Trimester IV		
<b>Elective: Finance</b>		
1	Advanced Financial Statement Analysis	3
2	Corporate and Retail Banking	3
3	International Finance	3
4	Investment Analysis and Portfolio Management	3
5	Project Appraisal and Financing	3
	Total Credits	15
<b>Elective: Marketing</b>		
1	Consumer Behaviour	3

2	Integrated Marketing Communication	3
3	Retail Management	3
4	Sales and Distribution Management	3
	Total Credits	12
<b>Elective: Operations</b>		
1	Lean Management	3
2	Software Engineering and Project Management	3
3	Supply Chain Management	3
4	Total Quality Management	3
	Total Credits	12
<b>Elective: Human Resource Management</b>		
1	Change Management and OD	3
2	Learning and Development	3
3	Performance Management	3
4	Selection and Recruitment	3
	Total Credits	12
<b>Elective: Analytics</b>		
1	Analytical Tools and Techniques for Decision Making	3
2	Analytics for Finance - BFSI Sector I	3
3	Approach to Problem Solving and Data Communications	3
4	Quantitative Techniques for Decision Making I	3
	Total Credits	12
<b>Elective: General Management (Management Consulting)</b>		
1	Consulting Skills	1.5
2	Intellectual Property Rights	1.5

Trimester V		
<b>Elective: Finance</b>		
1	Corporate Valuation	3
2	Financial Derivatives	3
3	Fixed Income Securities and Debt Markets	3
4	Insurance Management	3
	Total Credits	12

<b>Elective: Marketing</b>		
1	Brand Management	3
2	Business Marketing	3
3	Marketing Analytics	3
4	Marketing Implementation	3
5	Product Strategy	3
6	Services Marketing	3
	Total Credits	18
<b>Elective: Operations</b>		
1	Theory of Constraints	3
2	Strategic Sourcing and E-Procurement	3
3	Operations Consulting	3
4	Operations Strategy	3
	Total Credits	12
<b>Elective: Human Resource Management</b>		
1	Compensation and Benefits	3
2	HR Laws - ER and Compliance	3
3	International HR	3
4	Measuring HR	3
	Total Credits	12
<b>Elective: Analytics</b>		
1	Analytics for Finance - BFSI Sector II	3
2	Big Data and its Applications	3
3	Marketing Analytics	3
4	Quantitative Techniques for Decision Making II	3
	Total Credits	12
<b>Elective: General Management</b>		
1	<b>Management Consulting</b>	
	(a) Corporate Turnaround	1.5
	(b) Knowledge Management	1.5
2	<b>Information Technology</b>	
	(a) IT Strategy	3
<b>Trimester VI</b>		

<b>Elective: Finance</b>		
1	Alternative Investment Markets	3
2	Financial Analytics	3
3	Investment Banking and M&A	3
4	Wealth Management	3
	Total Credits	12
<b>Elective: Marketing</b>		
1	Customer Relationship Management	3
2	Digital Marketing	3
3	Marketing Strategy	3
4	Rural Marketing	3
	Total Credits	12
<b>Elective: Operations</b>		
1	Advanced Supply Chain & Operations Analysis	3
2	Business Process Modelling and Management	3
3	Green Supply Chain	3
4	Modelling for Decision Making	3
	Total Credits	12
<b>Elective: Human Resource Management</b>		
1	Diversity Management	3
2	Emotional Intelligence & Developing Competencies for Org Perf	3
3	HR Technology and Analytics	3
4	Talent Management	3
	Total Credits	12
<b>Elective: Analytics</b>		
1	Advanced Supply Chain & Operations Analysis	3
2	Analytics for Pharma and Healthcare	3
3	Analytics for Retail	3
4	HR Technology and Analytics	3
	Total Credits	12
<b>Elective: General Management</b>		
1	Management Consulting	

	Business Continuity Planning	1.5
	Entrepreneurship	1.5
2	<b>Information Technology</b>	
	New Models for Enterprise Architecture	3

**The focus of the course will be on three areas:** *Entrepreneurship & Innovation; Technology, Information & Operations Management; Management in a Service Economy.*