

POST GRADUATE DIPLOMA IN MANAGEMENT PROGRAMS

ProgramStructure- 2013-15

The programme aims at providing young, enthusiastic minds the power to shape their career paths and influence change. In-depth knowledge, analytical rigour, rational thinking, commitment, ethics and values, cooperation, competition, and innovation are the core values instilled in each individual who graduates from the programme.

All this is achieved through a well-crafted set of curricular and extra-curricular activities, delivered by a mix of experts from academia

OBJECTIVES

The objective of the programme is to nurture:

- An ability to act rationally, ethically, and strategically
- Interpersonal and multicultural teamwork competencies
- An understanding of the latest technologies
- Capability to anticipate and manage change
- Conceptual and analytical competencies
- In-depth knowledge in various functional areas
- Communication and presentation competencies
- Practical business experience

COURSE STRUCTURE

TRIMESTER 1

Marketing Management I
Financial Accounting I
Organizational Behaviour I
IT in Business I
Quantitative Techniques
Business Ethics
Managerial Economics
Business Communication-I

TRIMESTER 2

Marketing Management II
Financial Accounting II
Organizational Behaviour II
IT in Business II
Operations Research
Legal Aspects of Business
Macro Economic Environment
Business Communication-II

TRIMESTER 3

Consumer Behaviour
Financial Management
Human Resource Management
Management Information Systems
Operations Management
Business Research
International Business
Business Communication-III

SUMMER TRAINING: After the completion of the third trimester (first year) of the programme, all students are required to undergo summer training for a period of 6-8 weeks in an organization and take up a project study. Each student shall be required to submit a summer project report to the institute regarding the work undertaken during this period, before the commencement of the 4th trimester.

TRIMESTER 4

Business Strategy
Management Modeling
General Proficiency
Electives

TRIMESTER 5

Entrepreneurship
Electives

TRIMESTER 6

Corporate Governance
Public Policy

FINAL RESEARCH PROJECT: In the 2nd year of the programme, each participant is required to undertake a Final Research Project (FRP) in the chosen area of specialization.

VIVA VOCE: Viva Voce is conducted after both Summer Training, as well as

ELECTIVE COURSES

MARKETING

Brand Management
Retail Management
Sales Management
Integrated Marketing
Communication
Social Media Marketing
Customer Relationship Management
International Marketing
Rural Marketing
Channel Sales Management
Marketing Metrics
Films in Sports Marketing
Green Marketing
Marketing of Services
Relationship Management

FINANCE

Financial Markets and Services
Derivatives and Risk Management
Corporate Tax Planning
Security Analysis & Portfolio
Management
Corporate Restructuring
Wealth Management
Project Finance
International Finance
Management of Banking and Services
Insurance Management

HUMAN RESOURCE

HRP, Recruitment & Selection
Training & Development
Industrial Relations & Labour Laws
International HRM(Combined with
Cross Culture Management)
Leadership
Organizational Development and
Change

Conflict Management & Negotiations
Advance HRM
Industrial Psychology
Social Security
Compensation & Performance
Management

OPERATIONS MANAGEMENT

Supply Chain Management
Inventory Management
Business Process Re- Engineering
Project Management
Total Quality Management

INFORMATION TECHNOLOGY

Web Technology
Database Management Systems
Information System & Design
Knowledge Management Systems
& Technology
Business Intelligence Tools

INTERNATIONAL BUSINESS

Cross Culture Management
Global Sourcing & Bus. Development
WTO & Regional Trading Blocks
International Financial Management
International Business Law
International Business Strategy