

Course Content for New PGDM being launched from Jan 2005 (Course Code 75)

Post Graduate Diploma in Management (PGDM)

Module - I

Management Functions & Organization Behaviour
Marketing Management
Managerial Economics
Financial & Management Accounting
Introduction to Information Technology
Business Communication

Award : **Diploma in Management**

Module - II

Operations Management
Human Resource Management
Quantitative Techniques for Managers
Economic and Social Environment
Research Methodology
Financial Management

Award : **Advanced Diploma in Management***

Module - III Specialization Module **

Marketing Management (MM)
Financial Management (FM)
International Business (IB)
Human Resource Management (HRM)
Operations Management (OM)
Information Systems (IS)
Insurance Management (IN)

Award : **Professional Diploma in Management***

Module - IV

Business Law & corporate Governance
International Business
Entrepreneurial Management
Strategic Management & Ethics

Project Work

Award : **Post Graduate Diploma in Management***

Specialization Module

Marketing Management (MM)

Sales and Distribution Management
Advertising and Sales Promotion Management
International Marketing Management
Marketing of Services
Consumer Behaviour

Financial Management (FM)

Management Control Systems
Security Analysis & Portfolio Management
International Finance
Corporate Finance
Management of Financial Services

International Business (IB)

Import Export Documentation
Indian Foreign Trade
International Human Resource Management
International Marketing Management
International Finance

Human Resource Management (HR)

Performance Management
Training and Development
HRD for Competitive Advantage
International Human Resource Management
Managing Change through Organisational Development

Operations Management (OM)

Technology Management
Project Management

Business Process Re-engineering
Supply Chain Management
Knowledge Management

Information Systems (IS)

Computer Networks
Fundamentals of E-Commerce
Software Engineering
Database Management
Management of Information Technology

Insurance Management (IN)

Fundamentals of Risk & Insurance Management
Principles & Practices of Life Insurance
Principles & Practices of General Insurance
Investment Management
Marketing of Insurance Services
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The modular certificate to be awarded.
**** Only one specialization is to be opted.**