

PROGRAM ARCHITECTURE

PGDM

(Approved by AICTE and DTE)

SUMMARY

- Class Room Teaching will be 1200 hours across the two years
- Number of subjects covered in 6 trimesters will be 42
- Distribution of credits and subjects

Trimester	I	II	III	IV	V	VI	Total
No. of Credits	12	12	14	11	7	4	60
No. of Subjects	8	8	9	8	6	3	42

- One credit is equivalent to 20hours of teaching + 60 hours of non teaching

Credit break up over a period of two years

First year number of credits	38
Second year number of credits	22
Total credits	60

First Year Curriculum

Trimester I			
No. of Credits : 12			
Sr.No	Subject	Subject Code	Credits
1	Perspective Management	PGD1GO1	1.5
2	People Management	PGD1GO2	1.5
3	Marketing Management-1	PGD1GO3	1.5
4	Managerial Communication	PGD1GO4	1.5
5	Financial Accounting & analysis	PGD1GO5	1.5
6	Managerial Economics	PGD1GO6	1.5
7	Business Computing	PGD1GO7	1.5
8	Statistical analysis for Business Decision -1	PGD1GO8	1.5

Trimester II			
No. of Credits : 12			
Sr.No	Subject	Subject Code	Credits
1	Cost Accounting	PGD2GO1	1.5
2	Business Law	PGD2GO2	1.5
3	Human Resource management	PGD2GO3	1.5
4	Marketing Management -2	PGD2GO4	1.5
5	Business Research Methods	PGD2GO5	1.5
6	Economic policies for Business Decisions	PGD2GO6	1.5
7	Financial Management -1	PGD2GO7	1.5
8	Statistical analysis for Business Decision -2	PGD2GO8	1.5

Trimester III			
No. of Credits : 12			
Sr.No	Subject	Subject Code	Credits
1	Taxation (.75 cr)	PGD3GO1	0.75
2	Strategic Management	PGD3GO2	1.5
3	Business information Systems	PGD3GO3	1.5
4	Business Negotiation (.75 cr)	PGD3GO4	0.75
5	Financial Management -2	PGD3GO5	1.5
6	Managing Business Operations	PGD3GO6	1.5
7	Organization Theory and Development	PGD3GO7	1.5
8	Leadership and Self Development	PGD3GO8	1.5
9	Management Science	PGD3GO9	1.5

Non credit courses

- Spread sheet modeling
- Business Reading & Discussions
- Analysis of Credit Policy and Financial budget.

NOTE

At the end of First year participants will have to undergo comprehensive examination: 2 Credits

Second Year Curriculum

IV TRIMESTER	Credits	V TRIMESTER	Credits	VI TRIMESTER	Credits
Electives 7	7	Electives 4	4	Electives 2	2
Common subjects					
Summer Internship Report	1	Business Ethics	0.5	Cross Cultural Mgmt	1
Capstone Project	2	Capstone Project	2	NGO Projects	1.0
Environment Management	1	CSR	0.5		
Total Credits	11		7		4

SPECIALIZATION SUBJECT AND ELECTIVES

FINANCE

Trimester 4	Credit
Corporate Finance	1
Investment Analysis And Portfolio Management	1
Financial Market Operations	1
Derivative Markets	1
Any Three	
International Finance	1
Banking Operations	1
Fixed Income	1
Corporate Law	1
Quantitative Techniques In Finance	1
Strategic Financial Management	1

Trimester 5	Credit
Management Control System	1
Merger And Acquisition	1
Corporate Governance in Financial Institutions	1
Any One	
Financial Engineering	1
Indian Financial Markets	1
Financial Econometrics	1
Commodity Markets & Trading	1

Trimester 6	Credit
Project Finance And Appraisal	1
Any One	
Management Of Financial Services	1
Behavioral Finance	1
Venture Capital And Private Equity	1

MARKETING

Trimester 4	Credit
Marketing Strategy	1
Consumer Behavior	1
Market Research	1
Integrated Marketing Communications	1
Any Three Electives	
Sales Management and Promotions	1
Product Management	1
Brand Management	1
Customer Relation ship Management	1

Trimester 5	Credit
Logistics and Supply Chain Mgmt	1
Business to Business Marketing	1
Retail Management	1
Any One	
Media Planning	1
Marketing Of Financial Services	1
Marketing of Non-Profit Organizations	1

Trimester 6	Credit
Rural Marketing	1
Any One	
Social media Marketing	1
Marketing Finance	1

HUMAN RESOURCE

Trimester 4	Credit
Performance Management System	1
Employee Relations And Labour Laws	1
Training And Development	1
Compensation And Benefits	1
Any Three	
Learning And Change Management	1
Statistics For Hr Professionals	1
Hr And Social Media	1
Decision Analysis And Modeling	1
International Hrm	1

Trimester 5	Credit
Strategic Human Resource	1
Human Resource Information System	1
Competency Mapping	1
Any One	1
Emotional Intelligence	1
Hr Audit And Planning	1
Organizational Research	1
Economics Of Labour And Employment	

Trimester 6	Credit
Behavioral Dynamics In Organizations	1
Any One	
Managing Innovation	1
Individual Dynamics And Leadership	1

OPERATIONS MANAGEMENT

<u>Trimester 4</u>	Credit
Logistics Management	1
Supply Chain Management	1
Advanced Data Analysis	1
Production, Planning And Control	1
Any Three	
Quantitative Techniques In Operations	1
Material Handling	1
Project Management	1
Decision Analysis And Modeling	1
World Class Manufacturing	1

<u>Trimester 5</u>	Credit
Manufacturing Strategy	1
Business Process Engineering	1
Total Quality Management	1
Any One	
Service Operations Management	1
Total Quality Management	1
Product Design And Innovation	1

<u>Trimester 6</u>	Credit
Outsourcing And Vendor Management	1
Any One	
Cloud Computing And Supply Chain	1
Technology And Innovation In Operation Management	1

INFORMATION TECHNOLOGY

Trimester 4	Credit
Business Analysis	1
Business Process Management	1
ERP Systems	1
Software Engineering	1
Managing Information Security	1
Business Intelligence	1
Cloud Computing	1
Database Management	1
IT Quality Management	1

Trimester 5	Credit
E-Business	1
Technology Ventures	1
Total Quality Management	1
IT Services Management	1
IT Project Management	1
Business Dynamics Of It The Industry	1

Trimester 6	Credit
Business Analytics	1
Generating Business Value Through I.T	1
IT Applications	1

