

**K. J. Somaiya Institute of Management
Studies & Research**

Program Structure

**Post Graduate Diploma in Management
(PGDM)**

(2016 -2018)

Disclaimer: The subject list provided in this document is indicative. The subjects can be changed according to the industry needs, the decision of which vests with the institute.

PGDM (2016 – 2018)

Trimester I

Sr. No.	Subjects	Sessions*	Marks
1	Business Statistics	20+10*	100
2	Financial Accounting	20 +10**	100
3	Managerial Economics	20	100
4	IT in Management	20	100
5	Leadership & Organizational Behavior	20	100
6	Marketing Management – I	20 +10**	100
7	Written Analysis of Cases (WAC)	10	50
8	Operations, Logistics & Supply Chain Management	20	100
9	Business Perspectives in Global Context	10	50
Total		190	800

Trimester II

Sr. No.	Subjects	Sessions*	Marks
1	Cost & Management Accounting	20 +10**	100
2	Industrial Engineering & Productivity Techniques	20	100
3	Macro Economics	20	100
4	Business Research	20 +10**	100
5	International Business	20	100
6	Marketing Management – II	20 +10**	100
7	Human Resource Management including Industrial Relations	20 +10**	100
8	Management Information Systems (MIS)	20	100
Total		200	800

Trimester III

Sr. No.	Subjects	Sessions*	Marks
1	Operations Research	20	100
2	Financial Management	20	100
3	Enterprise Resource Planning (ERP)	20	100
4	Total Quality Management (TQM)	20	100
5	Management Control Systems	10	50
6	Strategic Management	20	100
7	Business & Corporate Law	20	100
8	Entrepreneurship Management	20	100
9	Global Economic Environment & Policy	10	50
Total		160	800

**Each session is of 80 minutes duration*

***For Tutorials*

Note:

Students spend minimum 30 class hours for each full credit (100 marks) and 15 hours for each half credit Subject (50 marks).

**** Experiential Learning Initiatives sessions commence in the 1st Trimester continue throughout the 2nd & 3rd Trimesters but marks (200) are shown in the 3rd trimester mark sheet.*

Summer Internship Program between III & IV Trimesters – 100 Marks

PGDM (Marketing) 2016-2018 BATCH

Trimester IV

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subjects		
1.	Business Policy	20	100
2.	Master's Thesis Part I		100
	Subtotal	20	200
	Specialization Subjects		
1.	Integrated Marketing Communication	20	100
2.	Strategic Brand Management	20	100
3.	Rural and Social Marketing	10	50
4.	Retail Marketing	10	50
5.	Sales and Distribution Management	20	100
	Subtotal (Specialization Subjects)	80	400
	Electives **		
1.	Mergers & Acquisitions	20	100
2.	Competitive Decision Making & Negotiation Skills	20	100
3.	E-Business	20	100
4.	Financial Institutions & Markets	20	100
5.	Organization Theory Structure & Design (OTSD)	20	100
6.	Creativity and Innovation	10	50
7.	Leadership Laboratory	10	50
8.	Business in Emerging Markets	10	50
9.	Understanding Indian Culture	10	50
10.	Advanced Logistics and Supply Chain Management	20	100
11.	Business Process Reengineering and Benchmarking	20	100
12.	Foreign Language *	*	*
	Subtotal (Electives)		300**
	Grand Total		900

Each session is of 80 minutes duration

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives aggregating to 300 marks in IV trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM (Finance) 2016-2018 BATCH

Trimester IV

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subjects		
1.	Business Policy	20	100
2.	Master's Thesis Part I		100
	Subtotal	20	200
	Specialization Subjects		
1.	Advanced Financial Management	20	100
2.	Derivatives & Risk Management-I	20	100
3.	Financial Institutions & Markets	20	100
4.	Security Analysis & Portfolio Management (SAPM)	20	100
	Subtotal (Specialization Subjects)	80	400
	Electives **		
1.	Mergers & Acquisitions	20	100
2.	Competitive Decision Making & Negotiation Skills	20	100
3.	E-Business	20	100
4.	B2B Marketing	10	50
5.	Organization Theory Structure & Design (OTSD)	20	100
6.	Creativity and Innovation	10	50
7.	Leadership Laboratory	10	50
8.	Business in Emerging Markets	10	50
9.	Understanding Indian Culture	10	50
10.	Retail Marketing	10	50
11.	Rural Marketing	10	50
12.	Market Research	10	50
13.	Advanced Logistics and Supply Chain Management	20	100
14.	Business Process Reengineering and Benchmarking	20	100
15.	Foreign Language *	*	*
	Subtotal (Electives)		300**
	Grand Total		900

Each session is of 80 minutes duration

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives aggregating to 300 marks in this trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM (Operations) 2016-2018 BATCH

Trimester IV

Sr. No.	Subject	Sessions	Marks
	Compulsory Subjects		
1.	Business Policy	20	100
2.	Master's Thesis Part I		100
	Subtotal	20	200
	Specialization Subjects		
1.	Advanced Logistics and Supply Chain Management	20	100
2.	Operations Planning and Control	20	100
3.	Quantitative Techniques in Operations	20	100
4.	Business Process Reengineering and Benchmarking	20	100
	Subtotal (Specialization Subjects)	80	400
	Electives **		
1.	Mergers & Acquisitions	20	100
2.	Competitive Decision Making & Negotiation Skills	20	100
3.	E-Business	20	100
4.	B2B Marketing	10	50
5.	Organization Theory Structure & Design (OTSD)	20	100
6.	Creativity and Innovation	10	50
7.	Leadership Laboratory	10	50
8.	Business in Emerging Markets	10	50
9.	Understanding Indian Culture	10	50
10.	Retail Marketing	10	50
11.	Rural Marketing	10	50
12.	Market Research	10	50
13.	Foreign Language *	*	*
	Subtotal (Electives)		300**
	Grand Total		900

Each session is of 80 minutes duration

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives aggregating to 300 marks in IV trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM – Human Resource (HR) 2016-2018 BATCH

Trimester IV

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subjects		
1.	Business Policy	20	100
2.	Master's Thesis Part I		100
	Subtotal	20	200
	Specialization Subjects		
1.	Competency & Performance Management System	20	100
2.	Training and Development	20	100
3.	Organization Theories Structure and Design (OTSD)	20	100
4.	Manpower Planning and Audit	20	100
	Subtotal (Specialization Subjects)	80	400
	Electives **		
1.	Mergers & Acquisitions	20	100
2.	Competitive Decision Making & Negotiation Skills	20	100
3.	E-Business	20	100
4.	B2B Marketing	10	50
5.	Creativity and Innovation	10	50
6.	Leadership Laboratory	10	50
7.	Business in Emerging Markets	10	50
8.	Understanding Indian Culture	10	50
9.	Retail Marketing	10	50
10.	Rural Marketing	10	50
11.	Market Research	10	50
12.	Advanced Logistics and Supply Chain Management	20	100
13.	Business Process Reengineering and Benchmarking	20	100
14.	Foreign Language *	*	*
	Subtotal (Electives)		300**
	Grand Total		900

Each session is of 80 minutes duration

Note:

Students spend at least 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives aggregating to 300 marks in IV trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM (Marketing) 2016-2018 BATCH

Trimester V

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subject		
1.	Master's Thesis Part II		100
	Subtotal		100
	Specialization Subjects		
1.	Market Research	20	100
2.	Marketing Strategy	20	100
3.	Services Marketing	20	100
4.	International Marketing	10	50
5.	Digital Marketing	10	50
	Subtotal (Specialization Subjects)	80	400
	Electives		
1	Venture Capital & Private Equity	20	100
2	Securities Analysis & Portfolio Management (SAPM)	20	100
3	Service Operations	10	50
4	Manufacturing Strategy and Technology Management	20	100
5	Public Policy & Administration	20	100
6	Diversity Management	10	50
7	Social Entrepreneurship	10	50
8	Corporate Social Responsibility	10	50
9	Business Intelligence with Data Warehousing and Data Mining	10	50
10	Managing New Ventures	10	50
11	Foreign Language *	*	*
	Subtotal (Electives)		200**
	Grand Total		700

Each session is of 80 minutes duration.

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives of 200 marks in this trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM (Finance) 2016-2018 BATCH

Trimester V

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subject		
1.	Master's Thesis Part II		100
	Subtotal		100
	Specialization Subjects		
1.	Banking and Insurance	20	100
2.	Advanced Derivatives & Risk Management-II	10	50
3.	Infrastructure and Project Finance	20	100
4.	International Finance	20	100
5.	Corporate Taxation	10	50
	Subtotal (Specialization Subjects)	80	400
	Electives		
1	Venture Capital & Private Equity	20	100
2	Service Operations	10	50
3	Manufacturing Strategy and Technology Management	20	100
4	Public Policy & Administration	20	100
5	Diversity Management	10	50
6	Services Marketing	10	50
7	Strategic Brand Management	10	50
8	Social Entrepreneurship	10	50
9	Corporate Social Responsibility	10	50
10	Business Intelligence with Data Warehousing and Data Mining	10	50
11	Managing New Ventures	10	50
12	Foreign Language *	*	*
	Subtotal (Electives)		200**
	Grand Total		700

Each session is of 80 minutes duration.

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives of 200 marks in this trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM (Operations) 2016-2018 BATCH

Trimester V

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subject		
1.	Master's Thesis Part II		100
	Subtotal		100
	Specialization Subjects		
1.	Manufacturing Strategy and Technology Management	20	100
2.	Materials Management	20	100
3.	Business Process Flows	20	100
4.	International Logistics	10	50
5.	Service Operations	10	50
6.	Environment Conscious Manufacturing	10	50
	Subtotal (Specialization Subjects)	80	400
	Electives		
1	Venture Capital & Private Equity	20	100
2	Securities Analysis & Portfolio Management (SAPM)	20	100
3	Public Policy & Administration	20	100
4	Diversity Management	10	50
5	Services Marketing	10	50
6	Strategic Brand Management	10	50
7	Social Entrepreneurship	10	50
8	Corporate Social Responsibility	10	50
9	Business Intelligence with Data Warehousing and Data Mining	10	50
10	Managing New Ventures	10	50
11	Foreign Language *	*	*
	Subtotal (Electives)		200**
	Grand Total		700

Each session is of 80 minutes duration.

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives of 200 marks in this trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM – Human Resource (HR) 2016-2018 BATCH

Trimester V

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subject		
1.	Master's Thesis Part II		100
	Subtotal		100
	Specialization Subjects		
1.	Labor Legislation	20	100
2.	Compensation & Benefits Management	20	100
3.	OD & Learning Organization	20	100
4.	Industrial Relations	10	50
5.	Psychometric Testing	10	50
	Subtotal (Specialization Subjects)	80	400
	Electives		
1	Venture Capital & Private Equity	20	100
2	Securities Analysis & Portfolio Management (SAPM)	20	100
3	Service Operations	10	50
4	Manufacturing Strategy and Technology Management	20	100
5	Public Policy & Administration	20	100
6	Diversity Management	10	50
7	Services Marketing	10	50
8	Strategic Brand Management	10	50
9	Social Entrepreneurship	10	50
10	Corporate Social Responsibility	10	50
11.	Business Intelligence with Data Warehousing and Data Mining	10	50
12.	Managing New Ventures	10	50
13.	Foreign Language *	*	*
	Subtotal (Electives)		200**
	Grand Total		700

Each session is of 80 minutes duration.

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives of 200 marks in this trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet**

PGDM (Marketing) 2016-2018 BATCH

Trimester VI

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subjects		
1.	Business Ethics and Corporate Governance	20	100
2.	Master's Thesis Part III		100
	Subtotal	20	200
	Specialization Subjects		
1.	Consumer Behavior	20	100
2.	B2B Marketing	10	50
3.	Marketing Finance	10	50
	Subtotal (Specialization Subjects)	40	200
	Electives**		
1.	Project Management	20	100
3.	Competitive Strategy	20	100
4.	Big Data Analytics	10	50
5.	International Trade Finance	10	50
6.	HR Consulting	10	50
7.	CRM / eCRM	10	50
8.	Cross Cultural Management	10	50
9.	Personal & Corporate Tax Planning	10	50
10.	Foreign Language *	20	100
	Subtotal (Electives)		300**
	Grand Total		700

Each session is of 80 minutes duration.

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives of 300 marks in this trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM (Finance) 2016-2018 BATCH

Trimester VI

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subjects		
1.	Business Ethics and Corporate Governance	20	100
2.	Master's Thesis Part III		100
	Subtotal	20	200
	Specialization Subjects		
1.	Personal Tax Planning	10	50
2.	Quantitative Models in Finance	20	100
3.	Wealth Management	10	50
	Subtotal (Specialization Subjects)	40	200
	Electives**		
1.	Project Management	20	100
2.	Big Data Analytics	10	50
3.	Competitive Strategy	20	100
4.	International Trade Finance	10	50
5.	HR Consulting	10	50
6.	CRM / eCRM	10	50
7.	Cross Cultural Management	10	50
8.	Digital Marketing	10	50
9.	Foreign Language *	20	100
	Subtotal (Electives)		300**
	Grand Total		700

Each session is of 80 minutes duration.

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives of 300 marks in this trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM (Operations) 2016-2018 BATCH

Trimester VI

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subjects		
1.	Business Ethics and Corporate Governance	20	100
2.	Master's Thesis Part III		100
	Subtotal	20	200
	Specialization Subjects		
1.	Project Management	20	100
2.	New Product Development and Concurrent Engineering	20	100
	Subtotal (Specialization Subjects)	40	200
	Electives**		
1.	Competitive Strategy	20	100
2.	Business Intelligence, Data Mining & Warehousing	10	50
3.	International Trade Finance	10	50
4.	HR Consulting	10	50
5.	CRM/eCRM	10	50
6.	Cross Cultural Management	10	50
7.	Digital Marketing	10	50
8.	Personal & Corporate Tax Planning	10	50
9.	Big Data Analytics	10	50
10.	Foreign Language *	20	100
	Subtotal (Electives)		300**
	Grand Total		700

Each session is of 80 minutes duration.

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives of 300 marks in this trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**

PGDM – Human Resource (HR) 2016-2018 BATCH

Trimester VI

Sr. No.	Subjects	Sessions	Marks
	Compulsory Subjects		
1.	Business Ethics and Corporate Governance	20	100
2.	Master's Thesis Part III		100
	Subtotal	20	200
	Specialization Subjects		
1.	Strategic HRM	10	50
2.	Talent Engagement	10	50
3.	Leadership Pipeline & Succession Planning	10	50
4.	HR Consulting	10	50
	Subtotal (Specialization Subjects)	40	200
	Electives**		
1.	Project Management	20	100
2.	Competitive Strategy	20	100
3.	International Trade Finance	10	50
4.	CRM/eCRM	10	50
5.	Cross Cultural Management	10	50
6.	Digital Marketing	10	50
7.	Personal & Corporate Tax Planning	10	50
8.	Big Data Analytics	10	50
9.	Foreign Language *	20	100
	Subtotal (Electives)		300**
	Grand Total		700

Each session is of 80 minutes duration.

Note:

Students spend minimum 30 class hours for each full credit (100marks) and 15 hours for each half credit Subject (50 marks).

**** The students to choose electives of 300 marks in this trimester.**

*** The students opting for Foreign Language (100 marks subject) will study it throughout IV / V / VI Trim. Lectures will be 3 hours per week. However marks (100) will appear only in the VI Trim. Mark Sheet.**