

PGDM (2011-2013)

Course Structure

TERM- I	
Course Title	Credits
Marketing Management	3
Quantitative Techniques for Business	3
Financial Accounting	3
Organization Behavior	3
Managerial Economics	3
Information Technology in Business	3
Business Law	3
Language Lab – I (Non-Credit, compulsory)	3
	24
TERM- II	
Course Title	Credits
Advanced Marketing Management	3
Operations Research	3
Management Accounting	3
Interpersonal and Group Processes	1.5
Business Research(Research Methodology)	1.5
Economic Environment and Policy	3
Language Lab – II (Non-Credit, compulsory)	3
Foreign Language - I(Non-Credit, compulsory)	3
	21
TERM- III	
Course Title	Credits
Fundamentals of Human Resource Management	3
Market Research	1.5
Production and Operations Management	3
Management Information Systems	3
Corporate Finance	3
Strategic Management	3
Organization Dynamics and Change	1.5
Business Communication	3
Foreign Language - I(Non-Credit, compulsory)	3
	24
TERM- IV	
Core Course Title	Credits
Supply Chain Management	1.5
<i>Summer training (8 weeks)</i>	6
TERM- V	
Core Course Title	Credits
Entrepreneurship & Innovation Management	1.5
Quality Management	1.5
TERM- VI	
Core Course Title	Credits
Corporate Governance & Social Responsibility	1.5
Comprehensive Project	6

ELECTIVE COURSES

Marketing

1	Sales and Distribution Management	3
2	Product Management	3
3	Marketing of Services	3
4	Retail Management	3
5	Consumer Behaviour	3
6	Advertising and Sales Promotion	3
7	Strategic Brand Management	3
8	Rural Marketing	3
9	Technology in Marketing (CRM)	3
10	Business to Business Marketing	3

Finance

1	Project Appraisal and Financing	3
2	Insurance and Risk Management	3
3	Management of Banks and Financial Institutions	3
4	Investment Analysis and Portfolio Management	3
5	Management Control Systems and Cost Management	3
6	Financial Derivatives and Financial Engineering	3
7	Corporate taxation	3
8	Merger and Acquisitions & Financial Restructuring	3
9	International Finance & Treasury Management	3
10	Management of Financial Services	3
11	Real Estate & Infrastructure Financing	3

Human Resource Management

1	IR and Labour Laws	3
2	Talent Acquisition & Development	3
3	Compensation Management	3
4	Human Resource Assessment	3
5	Strategic Performance Management	3
6	Leadership Development	3
7	International HRM	3
8	Cross Cultural Management	3
9	Organization Development	3

International Business

1	The New Global Competitive Environment	3
2	Resourcing in International Business	3
3	Global Business Strategy	3

Information Technology

1	Internet Strategy for Business	3
2	Enterprise Resource Planning	3
3	Database Management System	3

Strategy

1	Product Innovation Strategy	3
2	International Business Strategy	3
3	Operational Excellence	3