

Course Curriculum PGDM

TERM-I

COD	SUBJECT	CREDIT
101	Principles and Practices of Management	4
102	Managerial Economics	4
103	Accounting for Managers	4
104	Organisational Behaviour	4
105	Legal Environment of Business	4
106	Computer Fundamentals	4
107	Communicative English **	2

TERM-II

CODE	SUBJECT	CREDIT
201	Macro Economic Analysis and Policy	4
202	Human Resources Management	4
203	Quantitative Technique	4
204	Marketing Management – I	4
205	Financial Management	4
206	Business Communications	4
207	Quality Improvement Programmes (QIP)**	2

TERM-III

CODE	SUBJECT	CREDIT
301	Economic Environment of Business	4
302	Social Research Methods	4
303	Management Information System	4
304	Production and Operations Management	4
305	Financial Market and Institutions	4
306	Marketing Management - II	4
307	Quality Improvement Programmes (QIP)**	2

SUMMER INTERNSHIP PROGRAMME (SIP)* *

TERM-IV

CODE	SUBJECT	CREDIT
401	Strategic Management	4
Electives		
HR		
402	FINANCE MANAGEMENT	
402.1	Working Capital Management	4
402.2	Security Analysis and Port folio Management	4
402.3	Management of Financial Institutions	4
402.4	Corporate Governance	4
402.5	Business Valuation	4
403	HUMAN RESOURCES MANAGEMENT	
403.1	Training and Development	4
403.2	Performance Management	4
403.3	Career and competency Mapping	4
403.4	Human Resource Planning	4
403.5	Organisation Change and Development	4
404	MARKETING MANAGEMENT	
404.1	Service Marketing	4
404.2	Sales and Distribution Management	4
404.3	Consumer Behaviour	4
404.4	Retail Management	4
404.5	Target Marketing	4
405	BANKING AND INSURANCE MANAGEMENT*	
405.1	Banking Operations Management	4
405.2	Credit Risk Management in Bank	4
405.3	Retail Banking	4
405.4	Principles of Insurance	4
405.5	General Insurance	4
406.	INFORMATION SYSTEM MANAGEMENT*	
406.1	Business Data Management System	4
406.2	Operating System Concepts and Linux	4
406.3	E-Commerce	4
406.4	IT Strategy and Planning	4
407	OPERATIONS MANAGEMENT*	
407.1	Advanced Methods of Data analysis	4
407.2	Supply Chain Management	4
407.3	Process Improvement and Six Sigma	4
407.4	Project Management	4
408	Personality Development Programme **	2

TERM-V

CODE	SUBJECT	CREDIT
501	Entrepreneurship Development (C)	4
Electives		
HR		
502	FINANCE MANAGEMENT	
502.1	International Finance	4
502.2	International Business	4
502.3	Derivative and Risk Management	4
502.4	Corporate Tax Planning	4
502.5	Enterprise Audit	4
503	HUMAN RESOURCE MANAGEMENT	
503.1	Strategic Human Resources Management	4
503.2	Labour Legislation	4
503.3	Compensation Management	4
503.4	Human Resource Development	4
503.5	HR Analytic	4
504	MARKETING MANAGEMENT	
504.1	Rural Marketing	4
504.2	Advertising and Sales Promotion Management	4
504.3	Product and Brand Management	4
504.4	Marketing Research	4
504.5	Customer Relationship Management	4
505	BANKING AND INSURANCE MANAGEMENT*	
505.1	Life Insurance	4
505.2	Claims Management in Insurance	4
505.3	Audit Practices in Banks	4
505.4	Banking Laws and Regulations	4
506	INFORMATION SYSTEM MANAGEMENT *	
506.1	System Analysis and Design	4
506.2	Software Project Management	4
506.3	Data Mining and Data Ware Housing	4
507.	OPERATIONS MANAGEMENT*	
507.1	Materials Management	4
507.2	Business Simulations	4
507.3	Warehouse and Procurement Management	4
507.4	Business Process Re-engineering	4

TERM VI

Code	Subject	Credit
601	Business Ethics and Corporate Social Responsibility (C)	
Electives		
602	FINANCE MANAGEMENT	
602.1	Project Management	4
602.2	Commercial Banking	4
602.3	Financial Statement Analysis and Reports	4
603	HUMAN RESOURCES MANAGEMENT	
603.1	International Human Resource Management	4
603.2	Knowledge Management	4
603.3	Employee Relations	4
604	MARKETING MANAGEMENT	
604.1	International Marketing	4
604.2	B 2 B Marketing	4
604.3	Media Marketing	4
605	BANKING AND INSURANCE MANAGEMENT*	
605.1	Banking and Information Management	4
605.2	International Banking Practices & Base Agreement	4
605.3	Actuarial & Premium Determination in Life Insurance	4
606	INFORMATION AND SYSTEM MANAGEMENT*	
606.1	Web Technology	4
606.2	Decision Support System	4
607	OPERATIONS MANAGEMENT*	
607.1	Business Logistic Management	4
607.2	Operation Research and Business Decision	4
608	Dissertation and Viva Voce	4

Summer Internship Programme (SIP)** at the end of the Third Term i.e. at the end of 1st year

* These courses shall be offered as Minor Electives only.

* *These are compulsory courses where letter grade will be awarded and not effect the CGPA.