

PGDM (SYLLABUS)
for 2018-20 batch

Program Name: Post Graduate Diploma in Management (PGDM)

Proposed Time Duration: 2 Years

Career Orientation: Focusing on the technology and online business practices of an organization, the program is intensively practical based, and involves rigorous live supervised projects. The career-oriented program will make the successful participants of the program ready eventually to take up career paths as e-business consultants, e-business marketing managers, Website Coordinators, Online Business Development Executives, Website managers, etc. in sectors like retail, marketing, health care, financial institutions, education, small business, government, among others.

Duration and Delivery Method: 24 months

Course Format: Semester Mode

First Year: Eight Compulsory Papers per semester (same for all specializations)

Second Year: Single Specialization

Specialization Options: E-Commerce (opted by students)
BFSI (Banking and Financial Service Institutions) (opted by students)
SCM (Supply Chain Management)
Retail Management
HCM (Human Capital Management)

AICTE Guidelines:-

S.No.	Semester	Credit Mandatory	Credit Allotted
1	I and II	54	64
2	III and IV Electives	42	42
3	Internship	06	08
4	Total Credit	102	118

PGDM CURRICULUM – I and II Year

SEM	CODE	SUBJECTS	Hours	Credit
I	PGDM 101	Accounting for Managers	40	4
	PGDM 102	Computer Applications for Business (T +P)	40	4
	PGDM 103	Quantitative Methods and Analytics for Decision Making	40	4
	PGDM 104	Managerial Economics (Micro)	40	4
	PGDM 105	Organizational Behavior	40	4
	PGDM 106	Marketing Management	40	4
	PGDM 107	Legal Environment of Business	40	4
	PGDM 108	Managerial Skills for Effectiveness (T+P)	40	4
	Total (SGPA₁)		320	32
II	PGDM 201	Business Strategy	40	4
	PGDM 202	Macro Economics	40	4
	PGDM 203	Business Research Methods	40	4
	PGDM 204	Production and Operations Management	40	4
	PGDM 205	Financial Management	40	4
	PGDM 206	Human Resource Management	40	4
	PGDM 207	Operations Research	40	4
	PGDM 208	Indian Ethos , Business Ethics and Corporate Social Responsibility	40	4
	Total (SGPA₂)		320	32
	Total YGPA₁		640	
III	PGDM 300	Corporate Internship Project	80	8
	PGEC 301- 305	Five Specialization Paper	40 each	4 each
		Total (SGPA₃)	280	28
IV	PGDM 400	Entrepreneurship	40	4
	PGEC 401-5	Five Specialization Paper	40 each	4 each
	PGEC 406	Analytics in Specialization (P)	20	2
		Total (SGPA₄)	260	26
	Total YGPA₂		540	
	Total (DGPA)		1180	118

PGDM – E-COMMERCE (opted by students)

Program Overview: E-Business has come a long way in the last few decades, and is poised to see a quantum jump as the average annual spend on online purchases per individual grow in the near future. At a rapid pace, e-business is harnessing new techniques to make online selling and online shopping a lot more efficient and convenient. The program is futuristic and built around the domain of e-commerce business, and will expose the students to the best global practices followed across all the facets of the business. It would also provide the necessary skill sets required to be part of the workforce joining the segment. Students would be exposed to the fundamental concepts in e-commerce, digital design and communication, online marketing, advertising and promotion, technologies in e-business, legal aspects of ecommerce, and fundamentals of startup business to facilitate entrepreneurship.

Program Objective: After undergoing the program, students will -

- Gain skills that modern businesses demand in their employees.
- Develop ability to manage the technical aspects of an e-commerce website paired with knowledge about marketing approaches and sales strategies make e-commerce scholars uniquely qualified for a variety of jobs in the business field.

CURRICULUM

SEM	CODE	SUBJECTS	Hours	Credit
III	PGDM 300	Corporate Internship Project	80	8
	PGEC 301	Service Marketing	40	4
	PGEC 302	Integrated Marketing Communication	40	4
	PGEC 303	Retail Management	40	4
	PGEC 304	Consumer Behavior	40	4
	PGEC 305	B2B in Modern Business	40	4
	Total			280
IV	PGDM 400	Entrepreneurship	40	4
	PGEC 401	Introduction to E-Commerce	40	4
	PGEC 402	Building E-Commerce Website and Webpage Designing	40	4
	PGEC 403	Digital and Social Media Marketing	40	4
	PGEC 404	Supply Chain Management	40	4
	PGEC 405	Market Place, Sales and Distribution	40	4
	PGEC 406	Data Analytics (P)	20	2
Total			260	26
Total Sem I & II			640	64
Total			1180	118

PGDM - BFSI (Banking and Financial Service Institutions) (opted by students)

Program Overview: This program is to enable individuals to enhance or build skills in specific Banking and Financial domains and avail of the career opportunities emerging in these segments. It aims to equip learners with skills that are needed by modern-day banking, insurance and financial services. This course helps professionals to develop competencies across four dimensions—domain, technology, application and customer-service.

Program Objective: The curriculum is designed to:

1. Familiarize the students to basics of business, management, the legal environment, and issues relating to governance and ethics.
2. Enrich their knowledge on key areas relating to management of financial products and services
3. Enable the students to acquire skills necessary to successfully carve a career in financial services management
4. To identify and classify various risk associated with individual and organization, analyze various provisions relating to Insurance contract, appreciate the functions of Insurers and suggest appropriate insurance for individuals and corporate based on the risk faced by them.
5. To recognize the functions of various financial service organizations and the role of intermediaries.

CURRICULUM:

SEM	Paper Code	SUBJECTS	Hours	Credit
III	PGDM 300	Corporate Internship Project	80	8
	PGFS 301	Mergers and Acquisitions	40	4
	PGFS 302	Project Appraisal and Finance	40	4
	PGFS 303	Commercial Banking	40	4
	PGFS 304	Working Capital Management and Project Finance	40	4
	PGFS 305	Life and General Insurance	40	4
	Total		280	28
IV	PGDM 400	Entrepreneurship	40	4
	PGFS 401	Security Analysis and Portfolio Management	40	4
	PGFS 402	Money and Capital Market	40	4
	PGFS 403	Mutual Funds and Wealth Management	40	4
	PGFS 404	Derivatives and Risk Management	40	4
	PGFS 405	International Finance	40	4
	PGFS 406	Financial Analytics (P)	20	2
	Total		260	26
	Total Sem I & II		640	64
	Total		1180	118

EVALUATION PROCESS:

Internal Assessment-

Written Test (at least 1)	50 marks
Assignment/Case Study/Project/Presentation (1) (at least 1)	40 marks
Attendance	10 marks