

PGDM Syllabus (AICTE Approved)

First Year PGDM

*During the first year of the Post Graduate Diploma in Management program, the student is grounded in core management. The courses provide a solid foundation in the management discipline which will lead the student towards his areas of **specialization**.*

Pre-Term

Orientation – Accounting, Principles of Management, Workshops & Events, Case Analysis Methodologies, Two-day outbound Leadership program.

Semester 1

Core Subjects

- Managerial Micro Economics
- Quantitative Research Methods
- Marketing Management
- Financial Reporting and Control Analysis
- Business Law
- Organizational Behaviour & Principles of Management
- Organizational Study (on field Experience)

Enrichment Courses:

- Enterprise Analysis and desk Research
- Written Analysis and Business Communication
- Business Oriented Computer Applications

Employability Enhancement Courses:

- Aptitude and Reasoning Development
- Case Study Analysis
- News and Current Event Analysis (Newshour@PBS)
- Presentation Skills

Semester 2

Core Subjects

- Managerial Macro Economics
- Qualitative Research Methods
- Contemporary Frameworks in Management
- Human Resource Management
- Operations and Supply Chain Management
- Financial Management
- Summer Internship Project

Enrichment Courses:

- Industry Analysis and Desk Research
- Personality Development and Communication lab
- Advanced Excel

Employability Enhancement Courses:

- Aptitude and Reasoning Development (advanced)

- Case Study Analysis
- News and Current Event Analysis (Newshour@PBS)
- Presentation Skills, GD and PI skills development

In the 2nd semester, the students will choose their specialization.

Marketing management:

Marketing Research
 Consumer Behaviour
 Digital Marketing- I
 Personal selling Lab
 B2B Marketing

Financial Management

Investment Analysis, wealth and Portfolio Management
 Equity Research
 Direct Taxation
 Banking Laws and Regulations
 Introduction to LI and GI, Insurance laws and Regulations
 2 NISM/NCFM Certifications must be done by the students

Human Resource Management

Competency based HRM
 Lab in Recruitment and selection
 Learning and Development
 Public Relations and Corporate Communication
 Labour Welfare

Operations and Supply Chain Management

Planning and Control of Operations
 Inventory Management
 Services Operations Management - I
 Services Value chain Management
 Productivity Management

Business Analytics

Basic Business Analytics using R
 Tableau
 Data Mining
 Marketing Analytics
 Retailing Analytics

Pharmaceutical and Healthcare Management

Fundamentals of Pharma and Healthcare
 Management
 Pharmaceutical Business Environment
 Strategic Planning & Healthcare
 Management
 Entrepreneurship in Pharma and
 Healthcare

The required courses and electives in the different functional areas are as follows:

Field Application

The student gets the opportunity to implement theoretical frameworks during the Research project and summer internship in an organization for period of eight to twelve weeks.

Course Supplements

Course supplements shall include functional labs, current event analysis, concepts review, career counselling, GD skills development, interview skills and a plethora of activities.

Semester 3

Core Subjects

- Project Management
- Decision Science
- Strategic Management
- International Business Environment
- Campus to Corporate
- Aptitude and Reasoning Development (Practical and Practice)
- Case Study Analysis (Advanced and specialization specific)
- News and Current Event Analysis (Newshour@PBS)
- GD and PI simulation, video-resume building

Marketing management:

Services marketing
Sales and Distribution Management
Digital marketing - II
Product and Brand Management
Marketing of Luxury products
Marketing of High Technology Products

Financial Management

Advanced Financial Management
Financial markets and Banking Operations
Indirect Taxation
Financial Modelling
Basic valuation
Technical analysis of Financial markets
2 NISM/NCFM Advanced Certifications must be done by the students

Human Resource Management

Employee Relations and Labour Legislation
HR Operations
Compensation and Reward Management
Psychometric Testing and Assessment
Talent Management
OD and Change Management

Operations and Supply Chain Management

Services Operations Management - II
Industry 4.0
Logistics Management
Manufacturing Resource Planning
Total Quality Management
Six Sigma for Operations

Business Analytics

Advanced Statistical Methods using R
Machine Learning and Cognitive Intelligence using Python
Data Warehousing Project Life Cycle Management
Social Media, Web and Text Analytics
Predictive Modelling using SPSS Modeler

Pharmaceutical and Healthcare Management

Pharmaceutical and Healthcare Regulatory environment in India
Healthcare Operation Management
Pharmaceutical Advance Human Resource Management

Pharmaceutical Advertising and Sales Promotion
Marketing Research in Healthcare and Pharmaceutical Management

Semester 4

Core Subjects

- Global Strategic management
- CSR and Sustainability
- Competing in Global Markets
- International Business Economics
- Early and Mid-career Crisis Management
- Corporate Communication
- Corporate Personality Development and dress for Success
- Case Study Analysis
- News and Current Event Analysis (Newshour@PBS)
- Negotiation Skills

Marketing management:

Marketing Strategy
Marketing 4.0
Retail marketing
Customer Relationship Management
International marketing
Tourism and hospitality Management

Financial Management

Financial Laws
Personal Financial planning
Strategic Cost Management
Fixed income Securities
Risk Management
Rural and Micro Finance

Human Resource Management

Organizational Diagnosis and Development
Designing HR Policies
Best Practices in HRM
Performance Appraisal
Labour Legislation
PR and IR

Operations and Supply Chain Management

Purchasing and Supplier Relationship Management
Operations and Services Strategy
Operations Strategy
ISO Certifications
Enterprise resource Planning
World Class manufacturing

Business Analytics

Network, Innovation and Value Creation
AI in Business Application
Insurance and Healthcare Analytics
Banking Analytics
Foundations in Scarp and Scala

Pharmaceutical and Healthcare Management

Health Informatics

Ethical Issues in Pharmaceutical and Healthcare Management