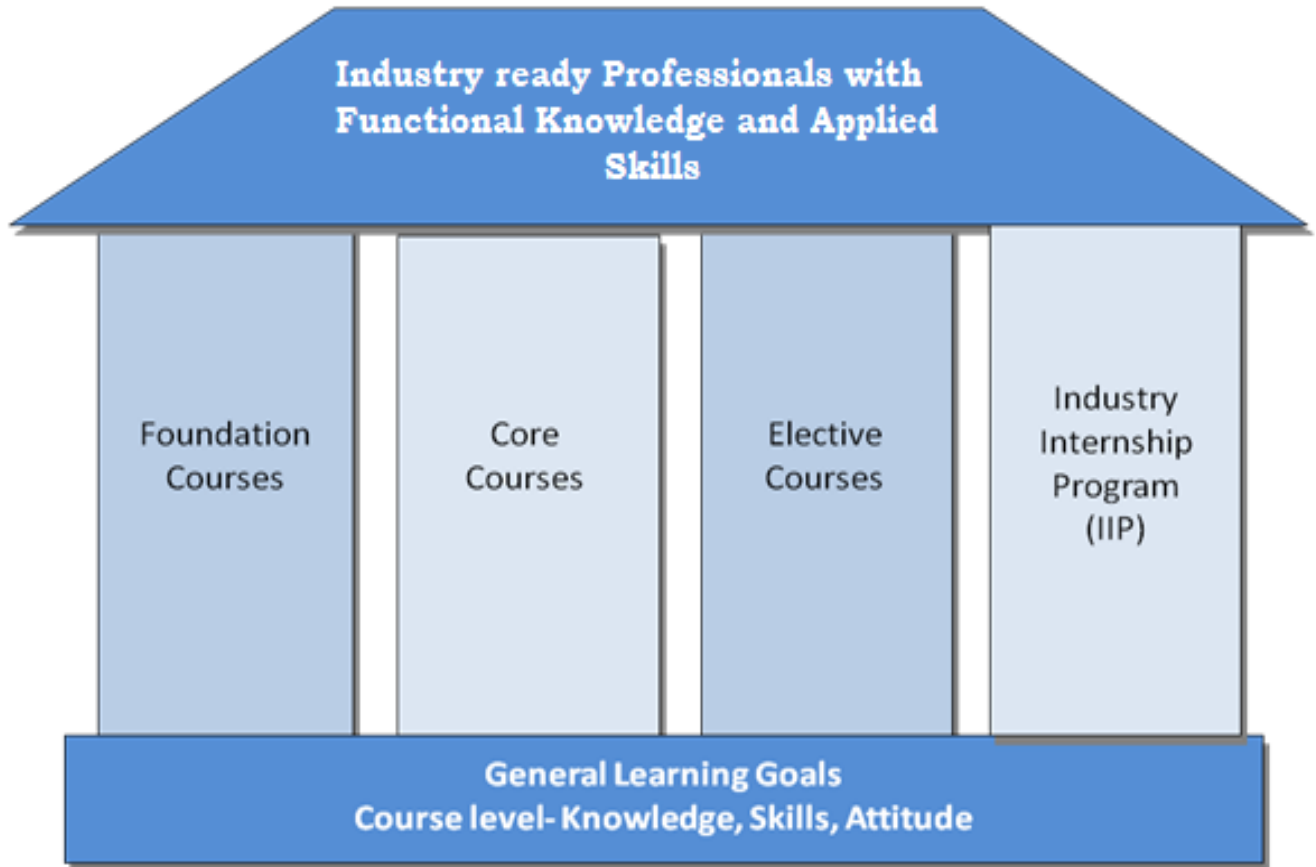


PGDM

CURRICULUM ARCHITECTURE



LEVEL-1 Foundation

Preliminary knowledge & skills required to pursue the program

Student profiling,
Basic Statistics,
Economics,
Accountancy,
Communication

Common for all students

LEVEL-2 Core

'Must-have' conceptual knowledge of business, organizational, functional areas, business

applications and soft skills

Primarily lecture based

4 credits per course

Compulsory for all students

LEVEL-3 Electives

In-depth knowledge & skills in chosen stream of specialization, with concurrent industry focus

More of application & practice based, supplemented with labs and projects

4 credits per course

Students select based on career goals

LEVEL-4 IIP

Real-world internship/ experience to apply knowledge & skills

Choice of:

Industry Immersion,
Academic Immersion,

Compulsory for all students

PGDM

All the courses carry 4 credits and each credit is equivalent to 10 hours.

TERM - 1	TERM - 2
Quarter - 1	Quarter - 3
ORGANIZATIONAL BEHAVIOR	HUMAN RESOURCE MANAGEMENT
MARKETING MANAGEMENT	FINANCIAL MANAGEMENT
MANAGERIAL ECONOMICS	POM --PRODUCTION & OPERATION MANAGEMENT
ACCOUNTING FOR MANAGERS	SALES & DISTRIBUTION MANAGEMENT
Quarter - 2	Quarter - 4
STATISTICS & RESEARCH METHODS	BUSINESS ENVIRONMENT
BUSINESS COMMUNICATION	STRATEGIC MANAGEMENT
BUSINESS INFORMATION TECHNOLOGY SYSTEMS	ENTREPRENEURSHIP & NEW VENTURE CREATION
LEGAL ASPECTS OF BUSINESS	LOGISTICS & SUPPLY CHAIN MANAGEMENT

TERM – 3 – MARKETING ELECTIVES	TERM – 3 – HR ELECTIVES
CONSUMER BEHAVIOR	STRATEGIC HUMAN RESOURCE MANAGEMENT & IHRM
DIGITAL MARKETING	HR, TECHNOLOGY TOOLS & ANALYTICS
B2B & SERVICES MARKETING	LEARNING & DEVELOPMENT
CRM & RETAIL MARKETING	TALENT MANAGEMENT & PMS
INTERNATIONAL MARKETING	COMPENSATION MANAGEMENT & EMPLOYEE BENEFIT MGT

TERM – 3 – FINANCE ELECTIVES	TERM – 3 – OPERATIONS ELECTIVES
SECURITY OPERATIONS & RISK MANAGEMENT	TOTAL QUALITY MANAGEMENT
EQUITY ANALYSIS & DERIVATIVE MARKETS	PROJECT MANAGEMENT
MERCHANT BANKING & PORTFOLIO MANAGEMENT	BUSINESS PROCESS & RE-ENGINEERING
INTERNATIONAL FINANCIAL MANAGEMENT	STRATEGIES FOR OPERATIONS
MERGERS & ACQUISITIONS & CORPORATE RESTRUCTURING	OPERATIONS RESEARCH

TERM – 4
EMPLOYEE RELATIONS & LABOR LAW
ADVERTISING & BRAND MANAGEMENT
FINANCIAL SERVICES & MARKETS
4.5 MONTH INDUSTRY INTERNSHIP PROGRAM (IIP) (INCLUDES DISSERTATION)