

OPTIONAL COURSES TO BE OFFERED IN 2ND YEAR (PGDM 2017-19)

Broad Area	Sl. No.	Course Name	Credits	Trimester
Economics, Strategy and Business	1	Strategy Implementation (Compulsory)	3	4
	2	International Business (Compulsory)	3	4
	3	Entrepreneurship	3	6
Finance	1	Fixed Income and Equity Valuation	3	4
	2	Portfolio Management	3	4
	3	Banking & Finance	3	4
	4	Financial Institutions and Markets	3	5
	5	Financial Risk Management	3	6
	6	Futures, Options and other Derivatives	3	5
	7	Financial Modelling	3	5
	8	Mergers, Acquisition & Corp. Restructuring	3	5
	9	Wealth Management & Alternative Investment	3	6
	10	Management of Financial Services	3	6
	11	Advanced Financial Statement Analysis	3	6
	12	Investment Banking	3	6
Marketing	1	Integrated Marketing Communication	3	5
	2	Sales and Distribution Management	3	4
	3	Retail Marketing	3	4
	4	Retail Marketing	3	5
	5	Digital Marketing Strategy	3	6
	6	Customer Relationship Management	3	4
	7	Customer Relationship Management	3	5
	8	Services Marketing	3	5
	9	Advanced Marketing Research	3	6
	10	Consumer Behaviour	3	6
	11	Consumer Behaviour	3	5
	12	Product Management	3	4
	13	Strategic Brand Management	3	6
	14	Marketing Strategy and International Markets	3	6
	1	Recruitment & Selection	3	4

OB & HR	2	Performance Management & Reward System	3	5
	3	Fundamentals of Labour Law & Application	3	4
	4	Training & Development	3	5
	5	Compensation Management	3	5
	6	HR Analytics	3	4
	7	Strategic HRM	3	6
	Information Systems & Operations Management	1	Data Analytics	3
2		Project Management	3	6
3		Supply Chain Management	3	5
4		Service Operations Management	3	4
5		Business Intelligence and Data Mining	3	5
6		Technology for E-Business	3	6
7		ERP	3	6
8		Total Quality Management	3	5
9		Multiple Criteria Decision Making	3	6
TBD = To Be Decided				