

Rajagiri PGDM SUBJECT 2018-19	
TRIMESTER I (All core courses) June-11 to Sept 26	Credits
Microeconomics	3
Financial Accounting	3
Principles of Management	3
Business Communication	3
Business Law	2
Business Statistics	3
Computer Applications in Management	2
Business Update Sessions	0
TRIMESTER II (All core) Sept 27 to Dec 21	
Macroeconomics	2
Organisational Behaviour	3
Marketing Management – I	3
Foundations of Financial Management	3
Operations Management - I	3
Cost and Management Accounting	3
Quantitative Techniques	3
Business Update Sessions	0
TRIMESTER III (All core) Jan 1 to March 30	
Marketing Management – II	3
Corporate Finance	3
Human Resource Management	3
Operations Management - II	3
Management Information System	2
Research Methodology	3
Business Ethics and Corporate Governance	3
TRIMESTER IV (june 4 to Sept 22)	
Sustainable Development (core)	2
MARKETING ELECTIVES;	
Services Marketing	3
B to B Marketing	3
Introduction to Media & Entertainment Business	3
Rural Marketing	3
FINANCE ELECTIVES;	
Financial and Capital Market Services	3
Commercial Banking and Finance	3
Financial Modeling using Spread Sheet	3
BUSINESS INTELLIGENCE ELECTIVES	
Introduction to Business Analytics	3

Emerging Trends in IT	3
Data Base Management Systems	3
OPERATION ELECTIVES;	
Total Quality Management	3
Production Planning and Control	3
Service Operations Management	3
HR ELECTIVES;	
Manpower Sourcing	3
ERLL	3
Competency Based HRM	3
Performance Management	3
INTERNATIONAL BUSINESS ELECTIVES:	
Export and Import Procedures and Documentation	3
TRIMESTER V (Sept 24 to Dec 21)	
Strategic Management(core)	3
MARKETING ELECTIVES;	
Marketing Research	3
International Marketing	3
Consumer Behaviour	3
Sales & Distributions Management	3
FINANCE ELECTIVES;	
Security Analysis and Portfolio Management	3
Micro Finance	3
Project Finance& Capital Budgeting	3
BUSINESS INTELLIGENCE ELECTIVE	
Decision Support System	3
Advance Business Analytics	3
Business Process Modelling and Analysis	3
OPERATIONS ELECTIVES;	
Global Supply Chain Management	3
Revenue Management	3
Simulation Modelling	3
HR ELECTIVES;	
Human Resource Development	3
Reward Management	3
Coaching	3
GENERAL MANAGEMENT ELECTIVE;	
Entrepreneurship & Family Business	3
TRIMESTER VI (Jan 1 to March 30)	
Global Business Environment(core)	2
MARKETING ELECTIVES;	
Retail Management	3

Brand Management	3
Integrated Marketing Communication	3
FINANCE ELECTIVES;	
Financial Derivatives & Risk Management	3
Corporate Restructuring	3
Strategic Financial Management	3
International Finance	3
BUSINESS INTELLIGENCE ELECTIVES	
No SQL Databases	3
E- Commerce	3
OPERATION ELECTIVES;	
Project Management	3
Maintenance Management	3
HR ELECTIVES;	
OD & CM	3
Global HRM	3
Strategic HRM	3
People Capability Maturity Model	3
INTERNATIONAL BUSINESS ELECTIVES:	
International Shipping and Transport	3
GENERAL MANAGEMENT ELECTIVE;	
Social Entrepreneurship	3