

Rajagiri Business School
Post Graduate Management Programme Subjects

Year

2020-21

Course	Credit
Trimester 1	
Microeconomics	3
Financial Accounting	3
Individual Dynamics and Leadership	3
Business Communication	2
Business Ethics	3
Business Statistics	3
Management Information System	2
Total Credits (Trimester 1)	19
Trimester 2	
Macroeconomics	2
Group and Organization Dynamics	3
Marketing Management – I	3
Financial Management -I	3
Operations Management - I	3
Cost and Management Accounting	3
Operations Research	3
Total Credits (Trimester 2)	20
Trimester 3	
Marketing Management – II	3
Financial Management -II	3

Human Resource Management	3
Operations Management - II	3
Business Research Methods	3
Legal Environment of Business	2
Introduction to Business Analytics	2
Total Credits (Trimester 3)	19

Trimester 1 - June to September

Trimester 2 - September to December

Trimester 3 - January to March

Trimester 4 (1 core subject + electives)	
Global Business Environment	2
5 Electives (5 * 3 = 15 credits)	15
Summer internship	3
Total Credits (Trimester 4)	20
Trimester 5 (1 core subject + electives)	
Strategic Management	3
4 Electives (4 * 3 = 12 credits)	12
Dissertation	3
Total Credits	18
Trimester 6 (1 core subject + electives)	
Sustainable Development and Corporate Sustainability	3
5 Electives (5 * 3 = 15 credits)	15
Total Credits (Trimester 6)	18
Total Program Credits	114

ELECTIVE SUBJECTS LIST

MARKETING	
Trimester 4	
Services Marketing	3
Brand Management	3

Rural Marketing	3
Introduction to Media and Entertainment	3
Consumer Culture	2
Trimester 5	
Marketing Research	3
International Marketing	3
Consumer Behavior	3
Sales and Distribution Management	3
Semiotics in Marketing	3
Trimester 6	
Retail Management	3
B To B Marketing	3
Integrated Marketing Communications	3

HR	
Trimester 4	
Organizational Development and Change Ma	3
Performance Management	3
Social Psychology of Organizations	2
Leadership	2
Trimester 5	
Human Resource Development	3
Reward Management	3
Trimester 6	
Competency based HRM	3
Coaching	3
Global HRM	3
Strategic HRM	3

FINANCE & ECONOMICS	
Trimester 4	
Financial and Capital Market Services	3
Commercial Banking and Finance	3
Financial Modeling Using Spread Sheet	3
Basic Econometrics for Managers.	3
Trimester 5	
Security Analysis and Portfolio Management	3
Micro Finance	3
Project Finance and Capital Budgeting	3
Trimester 6	
Financial Derivatives and Risk Management	3
Strategic Financial management	3
International Finance	3

OPERATIONS & SYSTEMS	
Trimester 4	
Technology Innovation & Future of Work	3
Service Operations Management	3
Systems Thinking	3
Total Quality Management	3

Data Base Management System	3
E-Commerce	3
Trimester 5	
Project Management	3
Global Supply Chain Management	3
Operational Risk Management	2
Humanitarian Operations Management	2
Production Planning & Inventory Control	3
Software Project Management	3
Trimester 6	
Revenue Management	3
Game Theory for Managers	3
Strategic Operations Management	3
Emerging Trends of IT in Business	3

BUSINESS ANALYTICS	
Trimester 4	
Business Modelling using R	3
Applied Business Analytics	3
Trimester 5	
Introduction to Programming: Python	3
Introduction to Visualization: Tableau	3
Trimester 6	
Social & Web Analytics	3
Advanced Business Analytics	3

GENERAL MANAGEMENT	
Trimester 4	
Introduction to Public Policy	3
Entrepreneurship & Family Business Manage	3
Trimester 5	
Social Entrepreneurship	3
Trimester 6	
Innovation Safari	2
Managing Business in Emerging Markets	3

Trimester 4 - June to September

Trimester 5 - September to December

Trimester 6 - January to March