

## **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 2<sup>nd</sup> 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