

POST-GRADUATE DIPLOMA IN MANAGEMENT (INTERNATIONAL BUSINESS) – TERM WISE COURSE DISTRIBUTION

| Area | Term I | Term II | Term III | Term IV | Term V | Term VI |
|-------------------------------|---|--|---|---|----------------------------------|-----------------|
| International Business | | | International Business (2) + Export Cluster Project (1) | Elective 5-6 (3) | Elective 7-10 (3) | Elective 13 (3) |
| Marketing | Marketing Management I (3) | Marketing Management II (3) | | Elective 1: International Marketing (3) | Elective 11-12 (3) | Elective 14 (3) |
| HR | | Organizational Behaviour (3) | Human Resource Management (3) | Elective 2: International HRM (3) | | |
| Operations Management | Business Statistics and Analytics for Decision-making (3) | Quantitative Techniques (3) | Operations Management (3) | Elective 3: International Trade Operations & Logistics (3) | Elective 11-12 (3) | Elective 14 (3) |
| Finance | Financial Reporting, Statements and Analysis (3) | Management Accounting (3) | Corporate Finance (3) | Elective 4: International Finance (3) | Elective 11-12 (3) | Elective 14 (3) |
| General Mgmt. | Managerial (Micro) Economics (3) | Indian Economy and Policy (3) | Research Methodology (3) | Corporate Strategy (3) | Entrepreneurship Development (2) | |
| | | Ethics, Corporate Social Responsibility and Sustainability (3) | | | | |
| | Business Communication I (2) | Business Communication II (2) | Foreign Language (1) | Foreign Language (1) | Foreign Language (1) | |
| | Legal and Business Environment (3) | | | | | |
| | Managerial Skills for Effectiveness I (1) | Managerial Skills for Effectiveness II (1) | Managerial Skills for Effectiveness III (1) | Managerial Skills for Effectiveness IV (no credits) | | |
| Projects | | | | Doing Business in Middle East /Africa /BRICS / Asia Pacific (1) | Business Simulation (2) | |
| Courses | 7 | 8 | 7 | 10 | 9 | 2 |
| Credits | 18 | 21 | 17 | 23 | 23 | 6 |

- Each elective is a 3-credit course.

Electives

| | |
|--|--|
| <p>International Business</p> <ol style="list-style-type: none">1. Export Import Documentation2. International Business Law3. International Business Strategy4. International Business Negotiation5. Competing in Global Markets6. International Economics7. International Trade Analytics8. Intellectual Property Rights9. Cross Cultural Management10. International Labour Organization and International Labour Laws | <p>Marketing</p> <ol style="list-style-type: none">1. Product and Brand Management2. Consumer Behaviour3. Retail Management4. Sales and Distribution Management5. Digital and Social Media Marketing6. Films and Sports Marketing7. Marketing Analytics8. Strategic Marketing Management9. Services Marketing10. Relationship Management11. International Brand Management12. Integrated Marketing Communication |
| <p>Finance</p> <ol style="list-style-type: none">1. Investment Analysis and Portfolio Management2. Financial Markets and Services3. Project Appraisal and Finance4. Mergers, Acquisitions and Corporate Restructuring5. Financial Derivatives6. Managing Banks and Financial Institutions7. Taxation8. Wealth Management9. Forex Management10. Financial Modelling | <p>Operations Management</p> <ol style="list-style-type: none">1. Supply Chain and Logistics Management2. Quality Toolkit for Managers3. Operations Strategy4. Operations Research Application5. Operations Analytics6. Project Management7. Business Data Analysis8. E-Business and E- Commerce9. Behavioural Operations Management10. Sales and Operations Planning |