

POST-GRADUATE DIPLOMA IN MANAGEMENT – TERM WISE COURSE DISTRIBUTION

| Term I | Term II | Term III |
|-----------------------------------------------------------|--------------------------------------------------------|---------------------------------------------|
| Financial Reporting, Statements and Analysis (3) | Management Accounting (3) | Corporate Finance (3) |
| Legal and Business Environment (3) | Marketing Management I (3) | Marketing Management II (3) |
| Business Statistics and Analytics for Decision-Making (3) | Quantitative Techniques (3) | Operations Management (3) |
| Indian Ethos and Business Ethics (2) | Organizational Behavior (3) | Human Resource Management (3) |
| Business Communication I (2) | Business Communication – II (2) | Research Methods (3) |
| Managerial (Micro) Economics (3) | Indian Economy and Policy (3) | International Business (2) |
| Managerial Skills for Effectiveness I (1) | Managerial Skills for Effectiveness II (1) | Business Data Analytics (2) |
| | Corporate Social Responsibility and Sustainability (2) | Community Service (1) |
| | | Managerial Skills for Effectiveness III (1) |
| Summer Internship (10-12 Weeks) | | |
| Term IV | Term V | Term VI |
| Managerial Skills for Effectiveness I (Non-credit) | Elective (3) | Business Strategy (3) |
| Elective (3) | Elective (3) | Entrepreneurship Development (2) |
| Elective (3) | Elective (3) | Elective (3) |
| Elective (3) | Elective (3) | Elective (3) |
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| Elective (3) | Elective (3) | |
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Note:

1. The courses are subject to change as per the changing needs of the corporate world.
2. Number in the bracket indicate credits assigned to respective courses.

List of Courses under Specialization Tracks

Marketing

1. Brand Management
2. Consumer Behaviour
3. Retail Management
4. Sales and Distribution Management
5. Digital and Social Media Marketing
6. Films and Sports Marketing
7. Marketing Analytics
8. Strategic Marketing Management
9. Services Marketing
10. Relationship Management
11. International Marketing
12. Integrated Marketing Communication

International Business

1. Export Import Documentation
2. Global Sourcing and Business Development
3. International Business Law
4. International Business Strategy
5. International Marketing Management
6. International HRM
7. International Finance
8. International Business Negotiation
9. International Labour Organization and International Labour Laws
10. Competing in Global Markets

Finance

1. Investment Analysis and Portfolio Management
2. Financial Markets and Services
3. Project Appraisal and Finance
4. Mergers, Acquisitions and Corporate Restructuring
5. Financial Derivatives
6. International Finance
7. Managing Banks and Financial
8. Institutions
9. Taxation
10. Wealth Management

Operations Management

1. Supply Chain and Logistics Management
2. Quality Toolkit for Managers
3. Operations Strategy
4. Operations Research Application
5. Operations Analytics
6. Project Management
7. E-Business and E- Commerce
8. Behavioural Operations Management
9. Sales and Operations Planning
10. Service Operations Management

Human Resource Management

1. Organizational Change and Development
2. Manpower Planning, Recruitment & Selection
3. Employee Relations
4. International HRM
5. Compensation and Benefits Management
6. Performance Management Systems
7. Strategic HRM
8. Learning and Development
9. Leadership Development

Business Analytics

1. Big Data Management along with SQL
2. Data Privacy & Security with Blockchain
3. Effective Management through Artificial Intelligence
4. Business Forecasting
5. Data Visualization for Analytics
6. Big Data and Natural Language Processing
7. Data Science and Machine Learning
8. Predictive Analytical Tools
9. Operation Analytics
10. Marketing Analytics
11. HR Analytics
12. Financial Analytics and Modelling

Note: Electives mentioned above are subject to change based on current industry requirements.