

PROGRAMME OUTLINE

PGDM I SEMESTER (3/4 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM101	Principles of Management	3	30	70	100
2.	PG23GM102	Business Communication	4	30	70	100
3.	PG23GM103	Accounting for Managers	4	30	70	100
4.	PG23GM104	Business Ethics & Environment	4	30	70	100
5.	PG23GM105	Business Statistics & QTM	4	30	70	100
6.	PG23GM106	Organization Behaviour	3	30	70	100
7.	PG23GM107	Business Analytics Level 1	4	30	70	100
		TOTAL CREDITS	26			

**Internal Assessment ** External Examination*

VALUE ADDED COURSES:

- German Language
- Aptitude
- Pre-Placement Training

Note: Courses and syllabus are subject to change as per industry standards and requirements.

PGDM II SEMESTER
(3/4 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM201	Marketing Management	4	30	70	100
2.	PG23GM202	Managerial Economics	4	30	70	100
3.	PG23GM203	Corporate Finance	4	30	70	100
4.	PG23GM204	Research Methodology	4	30	70	100
5.	PG23GM205	Human Resource Management	4	30	70	100
6.	PG23GM206	Operations Management	4	30	70	100
7.	PG23GM207	Business Analytics Level 2	4	30	70	100
		TOTAL CREDITS	28			

INTERNSHIP AFTER PGDM II SEMESTER

Course Code	Course Title	Credits	Marks		Total Marks
			IA*	EE**	
PG23GM208	Internship	8	30	70	100

**Internal Assessment ** External Examination*

VALUE ADDED COURSES:

- German Language
- Aptitude
- Pre-Placement Training

Note: Courses and syllabus are subject to change as per industry standards and requirements.

PGDM III SEMESTER (MARKETING SPECIALIZATION)
(3/4 Credit Course; Per Credit is 10 hours)

Sl. No	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM300	CORE PAPER Innovation and Entrepreneurship	4	30	70	100
		ELECTIVES:				
2.	PG23MM301	Consumer Behaviour & Marketing Research	4	30	70	100
3.	PG23MM302	Sales & Distribution Management	4	30	70	100
4.	PG23MM303	Advertising & Brand Management	4	30	70	100
5.	PG23MM304	Marketing Analytics	3	30	70	100
		TOTAL CREDITS	19			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 1	3	30	70	100
7.	Elective 2	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR III SEMESTER	25
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VALUE ADDED COURSES:

- Skill Enhancement Courses

Note: Courses and Syllabus are subject to change as per industry standards and requirements.

PGDM IV SEMESTER (MARKETING SPECIALIZATION)

(3/4/6 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM400	CORE PAPER Strategic Management	3	30	70	100
		ELECTIVES:				
2.	PG23MM401	International Marketing	4	30	70	100
3.	PG23MM402	Services Marketing	4	30	70	100
4.	PG23MM403	Digital Marketing & Ethical Practices	4	30	70	100
5.	PG23MM404	Project Work	6	30	70	100
		TOTAL CREDITS	21			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 3	3	30	70	100
7.	Elective 4	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR IV SEMESTER	27
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VALUE ADDED COURSES:

- Skill Enhancement Courses

Note: Courses and Syllabus are subject to change as per industry standards and requirements.

PGDM III SEMESTER (FINANCE SPECIALIZATION)
(3/4 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM300	CORE PAPER Innovation and Entrepreneurship	4	30	70	100
		ELECTIVES:				
2.	PG23FM301	Banking & Insurance	4	30	70	100
3.	PG23FM302	International Financial Management	4	30	70	100
4.	PG23FM303	Security Analysis & Portfolio Management	4	30	70	100
5.	PG23FM304	Financial Analytics	3	30	70	100
		TOTAL CREDITS	19			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 1	3	30	70	100
7.	Elective 2	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR III SEMESTER	25
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VALUE ADDED COURSES:

- Skill Enhancement Courses

Note: Courses and Syllabus are subject to change as per industry standards and requirements.

PGDM IV SEMESTER (FINANCE SPECIALIZATION)
(3/4/6 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM400	CORE PAPER Strategic Management	3	30	70	100
		ELECTIVES:				
2.	PG23FM401	Taxation Essentials	4	30	70	100
3.	PG23FM402	Corporate Restructuring	4	30	70	100
4.	PG23FM403	Financial Derivatives & Commodities	4	30	70	100
5.	PG23FM404	Project Work	6	30	70	100
		TOTAL CREDITS	21			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 3	3	30	70	100
7.	Elective 4	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR IV SEMESTER	27
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VALUE ADDED COURSES:

- Skill Enhancement Courses

Note: Courses and Syllabus are subject to change as per industry standards and requirements.

**PGDM III SEMESTER (HUMAN RESOURCE MANAGEMENT
SPECIALIZATION)**
(3/4 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM300	CORE PAPER Innovation and Entrepreneurship	4	30	70	100
		ELECTIVES:				
2.	PG23HR301	Human Capital Management & Training & Development	4	30	70	100
3.	PG23HR302	Industrial Relations	4	30	70	100
4.	PG23HR303	Organizational Change & Development	4	30	70	100
5.	PG23HR304	HR Analytics	3	30	70	100
		TOTAL CREDITS	19			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 1	3	30	70	100
7.	Elective 2	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR III SEMESTER	25
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VALUE ADDED COURSES:

- Skill Enhancement Courses

Note: Courses and Syllabus are subject to change as per industry standards and requirements.

**PGDM IV SEMESTER (HUMAN RESOURCE MANAGEMENT
SPECIALIZATION)**

(3/4/6 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM400	CORE PAPER Strategic Management	3	30	70	100
		ELECTIVES:				
2.	PG23HR401	Talent Acquisition & Management	4	30	70	100
3.	PG23HR402	Labour Legislations	4	30	70	100
4.	PG23HR403	Cross Cultural & International Human Resource Management	4	30	70	100
5.	PG23HR404	Project Work	6	30	70	100
		TOTAL CREDITS	21			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 3	3	30	70	100
7.	Elective 4	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR IV SEMESTER	27
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VALUE ADDED COURSES:

- Skill Enhancement Courses
- *Note: Courses and Syllabus are subject to change as per industry standards and requirements.*

PGDM III SEMESTER (OPERATIONS SPECIALIZATION)

(3/4 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM300	CORE PAPER Innovation and Entrepreneurship	4	30	70	100
		ELECTIVES:				
2.	PG23OP301	Operations Strategy	4	30	70	100
3.	PG23OP302	Supply Chain Management	4	30	70	100
4.	PG23OP303	Quality Management	4	30	70	100
5.	PG23OP304	Retail Analytics	3	30	70	100
		TOTAL CREDITS	19			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 1	3	30	70	100
7.	Elective 2	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR III SEMESTER	25
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VALUE ADDED COURSES:

- Skill Enhancement Courses

Note: Courses and Syllabus are subject to change as per industry standards and requirements.

PGDM IV SEMESTER (OPERATIONS SPECIALIZATION)

(3/4/6 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM400	CORE PAPER Strategic Management	3	30	70	100
		ELECTIVES:				
2.	PG23OP401	Retail Management	4	30	70	100
3.	PG23OP402	Project Management	4	30	70	100
4.	PG23OP403	Business Process Reengineering	4	30	70	100
5.	PG23OP404	Project Work	6	30	70	100
		TOTAL CREDITS	21			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 3	3	30	70	100
7.	Elective 4	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR IV SEMESTER	27
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VALUE ADDED COURSES:

- Skill Enhancement Courses

Note: Courses and Syllabus are subject to change as per industry standards and requirements.

PGDM III SEMESTER (BUSINESS ANALYTICS SPECIALIZATION)
(3/4 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM300	CORE PAPER Innovation and Entrepreneurship	4	30	70	100
		ELECTIVES:				
2.	PG23BA301	Introduction to 'R' Programming & Predictive Analysis	4	30	70	100
3.	PG23BA302	Business Intelligence	4	30	70	100
4.	PG23BA303	Data Warehousing and Data Mining	4	30	70	100
5.	PG23BA304	Capstone Project	3	50	50	100
		TOTAL CREDITS	19			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 1	3	30	70	100
7.	Elective 2	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR III SEMESTER	25
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VALUE ADDED COURSES:

- Skill Enhancement Courses

Note: Courses and Syllabus are subject to change as per industry standards and requirements.

PGDM IV SEMESTER (BUSINESS ANALYTICS SPECIALIZATION)
(3/4/6 Credit Course; Per Credit is 10 hours)

Sl. No.	Course Code	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
1.	PG23GM400	CORE PAPER Strategic Management	3	30	70	100
		ELECTIVES:				
2.	PG23BA401	Data Visualization and Business Reporting Using Tableau	4	30	70	100
3.	PG23BA402	Python Introduction for Analytics	4	30	70	100
4.	PG23BA403	Big Data Analytics	4	30	70	100
5.	PG23BA404	Project Work	6	30	70	100
		TOTAL CREDITS	21			

SECOND SPECIALIZATION

Sl. No.	2 nd Specialization	Credits	Marks		Total Marks
			IA*	EE**	
6.	Elective 3	3	30	70	100
7.	Elective 4	3	30	70	100
	TOTAL CREDITS	6			

**Internal Assessment ** External Examination*

TOTAL CREDITS FOR IV SEMESTER	27
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VALUE ADDED COURSES:

- Skill Enhancement Courses

Note: Courses and Syllabus are subject to change as per industry standards and requirements.

SECOND SPECIALIZATION SUBJECTS

Marketing Specialization (3rd Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SM301	Elective 1	Integrated Marketing & Communication (IMC)	3	30	70	100
PG23SM302	Elective 2	Sales & Distribution Management (SDM)	3	30	70	100

Marketing Specialization (4th Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SM401	Elective 3	Social Media Marketing (SMM)	3	30	70	100
PG23SM402	Elective 4	Business Marketing Management (BMM)	3	30	70	100

Finance Specialization (3rd Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SF301	Elective 1	Banking and Insurance	3	30	70	100
PG23SF302	Elective 2	Financial Markets and Services	3	30	70	100

Finance Specialization (4th Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SF401	Elective 3	Corporate Restructuring	3	30	70	100
PG23SF402	Elective 4	Financial Derivatives and Commodities	3	30	70	100

Human Resource Management Specialization (3rd Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SH301	Elective 1	Training & Development	3	30	70	100
PG23SH302	Elective 2	Organization Development & Change	3	30	70	100

Human Resource Management Specialization (4th Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SH401	Elective 3	Talent Acquisition & Management	3	30	70	100
PG23SH402	Elective 4	Strategic Human Resource Management	3	30	70	100

Operations Specialization (3rd Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SO301	Elective 1	Supply Chain Management	3	30	70	100
PG23SO302	Elective 2	Quality Management	3	30	70	100

Operations Specialization (4th Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SO401	Elective 3	Retail Management	3	30	70	100
PG23SO402	Elective 4	Project Management	3	30	70	100

International Business Specialization (3rd Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SI301	Elective 1	Environmental Context of International Business	3	30	70	100
PG23SI302	Elective 2	International Marketing Management	3	30	70	100

International Business Specialization (4th Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SI401	Elective 3	International Financial Environment	3	30	70	100
PG23SI402	Elective 4	International Economic Environment	3	30	70	100

Business Analytics Specialization (3rd Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SB301	Elective 1	Introduction to 'R' Programming	3	30	70	100
PG23SB302	Elective 2	Capstone Project	3	30	70	100

Business Analytics Specialization (4th Semester)

Course Code	Second Specialization	Course Title	Credits	Marks		Total Marks
				IA*	EE**	
PG23SB401	Elective 3	Data Visualisation using Power BI	3	30	70	100
PG23SB402	Elective 4	Capstone Project	3	30	70	100