

PGDM Syllabus

Semester I

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Code No.	Course Name
101	Management Concepts and Practices
102	Quantitative Techniques
103	Managerial Economics
104	Accounting for Managers
105	Marketing Management
106	Organizational Behaviour
107	Business Communication
108	Computer Application



Semester II

Code No.	Course Name
201	Human Resource Management
202	Legal Environment of Business
203	Economic Environment of Business
204	Financial Management
205	Production & Operations Management
206	Consumer Behaviour & Marketing Research
207	Operations Research
208	Management Information Systems

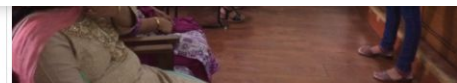


Semester III

Code No.	Course Name
301	Strategic Management
302	International Business Environment
303	Summer Training
Finance	
EF-01	Mergers, Acquisitions and Corporate Restructuring
EF-02	Derivatives & Risk Management



EF-03	Security Analysis & Portfolio Management
EF-04	Banking & Insurance



Marketing	
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EM-01	Advertising and Marketing Communication
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EM-02	International Marketing
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EM-03	Marketing of Services
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EM-04	Sales and Distribution
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Human Resource	
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EH-01	Labour Laws & Industrial Safety
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EH-02	Training & Development
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EH-03	Compensation and Reward Management
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EH-04	Global Human Resource & Management
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International Business	
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EIB-01	International Trade & Policy Framework
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EIB-02	International Trade Practices, Procedures & Documentation
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Information Technology	
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IT-01	Advance Excel and Access
IT-02	E-Commerce

Semester IV

Code No.	Course Name
401	Business Ethics and Corporate Governance
402	Entrepreneurship Development & Project Management
403	Final Project
Marketing	
EM-05	Brand Management
EM-06	Retail Management

Finance	
EF-05	Corporate Tax Planning
EF-06	International Financial Management
Human Resource	
EH-05	Management of Industrial Relations
EH-06	Strategic Human Resource Management
International Business	
IB-04	International Marketing
IB-05	International Financial Management

