

**SYLLABUS - PGDM (BATCH 2015-17)**

**PGDM SEM – I**

- Non Credit Subject:-**
- 1) German Language**
  - 2) Corporate Grooming Sessions**
  - 3) Basic Foundation Course (one week)**

<b>Paper code</b>	<b>Subject</b>
1.1	Business Economics
1.2	Business Communication
1.3	Principles of Marketing Management
1.4	Financial Accounting
1.5	Organizational Behaviour
1.6	Practices of Management
1.7	Business Statistics
1.8	Digital Marketing
1.9	Management Information Systems

**Paper Code 2.1 To 2.8- Common for All Specialization**

**Specialization- Finance**

**Syllabus - PGDM Sem-II (Batch 2015-17)**

**Core Subjects**

<b>Paper code</b>	<b>Subject</b>
2.1	Cost and Management Accounting
2.2	Operations Research
2.3	Corporate Law
2.4	Financial Management
2.5	Human Resource Management
2.6	Business Research Methods
2.7	Production Management
2.8	Operations Management

**Finance Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
2.9	Security Analysis & Portfolio Management
2.10	Analysis of Financial Statements
2.11	Technical Analysis

**Paper Code 2.1 To 2.8- Common for All Specialization**

**Specialization- Marketing**

**Syllabus - PGDM Sem-II (Batch 2015-17)**

**Core Subjects**

<b>Paper code</b>	<b>Subject</b>
2.1	Cost and Management Accounting
2.2	Operations Research
2.3	Corporate Law
2.4	Financial Management
2.5	Human Resource Management
2.6	Business Research Methods
2.7	Production Management
2.8	Operations Management

**Marketing Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
2.9	Retail Management
2.10	Rural Marketing
2.11	Product & Brand Management

**Paper Code 2.1 To 2.8- Common for All Specialization**

**Specialization- HR**

**Syllabus - PGDM Sem-II (Batch 2015-17)**

**Core Subjects**

<b>Paper code</b>	<b>Subject</b>
2.1	Cost and Management Accounting
2.2	Operations Research
2.3	Corporate Law
2.4	Financial Management
2.5	Human Resource Management
2.6	Business Research Methods
2.7	Production Management
2.8	Operations Management

**HR Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
2.9	HR Planning
2.10	Labour Legislation-1
2.11	International H.R.M.

**Paper Code 2.1 To 2.8- Common for All Specialization**

**Specialization- Operations  
Syllabus - PGDM Sem-II (Batch 2015-17)  
Core Subjects**

<b>Paper code</b>	<b>Subject</b>
2.1	Cost and Management Accounting
2.2	Operations Research
2.3	Corporate Law
2.4	Financial Management
2.5	Human Resource Management
2.6	Business Research Methods
2.7	Production Management
2.8	Operations Management

**Operations Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
2.9	Supply Chain Risk & Performance Measurement
2.10	Designing Operations Systems
2.11	Technology Management & Manufacturing Strategy

**Paper Code 2.1 To 2.8- Common for All Specialization**

**Specialization- Systems  
Syllabus - PGDM Sem-II (Batch 2015-17)  
Core Subjects**

<b>Paper code</b>	<b>Subject</b>
2.1	Cost and Management Accounting
2.2	Operations Research
2.3	Corporate Law
2.4	Financial Management
2.5	Human Resource Management
2.6	Business Research Methods
2.7	Production Management
2.8	Operations Management

**Systems Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
2.9	E-commerce
2.10	Networking & Communications
2.11	Enterprise Applications

**Syllabus - PGDM Sem-III (Batch 2015-17)**

**Specializations – FINANCE**  
**Paper Code 3.1 To 3.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
3.1	Summer Internship
3.2	Creativity & Innovation Management
3.3	International Business

**Finance Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
3.4	Advanced Financial Management
3.5	International Finance
3.6	Corporate Valuation
3.7	Strategic Cost Management
3.8	Derivatives & Risk Management
3.9	Mergers, Acquisition & Corporate Restructuring
3.10	Banking And Insurance

**Syllabus - PGDM Sem-III (Batch 2015-17)**

**Specializations – FINANCE**  
**Paper Code 3.1 To 3.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
3.1	Summer Internship
3.2	Creativity & Innovation Management
3.3	International Business

**Finance Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
3.4	Advanced Financial Management
3.5	International Finance
3.6	Corporate Valuation
3.7	Strategic Cost Management
3.8	Derivatives & Risk Management
3.9	Mergers, Acquisition & Corporate Restructuring
3.10	Banking And Insurance



**Syllabus - PGDM Sem-III (Batch 2015-17)**

**Specializations – Marketing  
Paper Code 3.1 To 3.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
3.1	Summer Internship
3.2	Creativity & Innovation Management
3.3	International Business

**Marketing Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
3.4	Integrated Marketing Communication
3.5	Distribution & sales Management
3.6	Financial Aspects of Marketing
3.7	Media Planning & Strategy
3.8	Consumer Buying Behaviour
3.9	Customer Relationship Mgmt.
3.10	Business To Business Marketing
3.11	Market Research

**Syllabus - PGDM Sem-III (Batch 2015-17)**

**Specializations – HR  
Paper Code 3.1 To 3.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
3.1	Summer Internship
3.2	Creativity & Innovation Management
3.3	International Business

**HR Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
3.4	Human Resource Audit
3.5	Training & Development
3.6	IIR & Labour Welfare
3.7	Compensation & Benefits
3.8	Performance Management Systems.
3.9	Organization Theories Structure & Design
3.10	Labour Legislation - II

**Syllabus - PGDM Sem-III (Batch 2015-17)**

**Specializations – Operations  
Paper Code 3.1 To 3.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
3.1	Summer Internship
3.2	Creativity & Innovation Management
3.3	International Business

**Operations Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
3.4	Industrial Engineering Applications & Management
3.5	Materials Management & Transportation
3.6	Advanced Supply Chain Management
3.7	New Product Development & Concurrent Management
3.8	Quantitative Methods in Operations
3.9	Business Process Re-engineering & Bench Marking
3.10	Manufacturing Resource Planning & Control

**Syllabus - PGDM Sem-III (Batch 2015-17)**

**Specializations – Systems  
Paper Code 3.1 To 3.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
3.1	Summer Internship
3.2	Creativity & Innovation Management
3.3	International Business

**Systems Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
3.4	Technology Platforms
3.5	Knowledge Management
3.6	Business Intelligence & Analytics
3.7	Database Management Systems
3.8	Software Engineering
3.9	Information Systems Audit
3.10	Enterprise Resource Planning

**Specializations - FINANCE**

**Paper Code 4.1 To 4.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
4.1	Summer Internship
4.2	Creativity & Innovation Management
4.3	International Business

**Finance Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
4.4	Commodity Market
4.5	Wealth Management
4.6	Project Finance
4.7	Financial Modeling

**Syllabus - PGDM Sem-IV (Batch 2015-17)**

**Specializations – Marketing**  
**Paper Code 4.1 To 4.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
4.1	Summer Internship
4.2	Creativity & Innovation Management
4.3	International Business

**Marketing Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
4.4	Services Marketing
4.5	International Marketing
4.6	Emerging Trends in Marketing
4.7	Strategic Marketing and Management

**Syllabus - PGDM Sem-IV (Batch 2015-17)**

**Specializations – HR**

**Paper Code 4.1 To 4.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
4.1	Summer Internship
4.2	Creativity & Innovation Management
4.3	International Business

**HR Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
4.4	Corporate Governance & Social Responsibility
4.5	Organizational Development
4.6	Strategic Human Resource Management
4.7	Building Learning Organization

**Syllabus - PGDM Sem-IV (Batch 2015-17)**

**Specializations – Operations  
Paper Code 4.1 To 4.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
4.1	Summer Internship
4.2	Creativity & Innovation Management
4.3	International Business

**Operations Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
4.4	Service Operations Management
4.5	Project Management
4.6	World class Manufacturing
4.7	Lean Manufacturing



**Syllabus - PGDM Sem-IV (Batch 2015-17)**

**Specializations – Systems**

**Paper Code 4.1 To 4.3- Common for All Specialization**

<b>Paper code</b>	<b>Subject</b>
4.1	Summer Internship
4.2	Creativity & Innovation Management
4.3	International Business

**Systems Specialization Major Subjects**

<b>Paper code</b>	<b>Subject</b>
4.4	Technology Forecasting
4.5	IT Infrastructure Management
4.6	Technology Competition & Strategy
4.7	Data Warehousing & Data Mining