

# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

POST GRADUATE DIPLOMA IN MANAGEMENT : BATCH 2017-19

## SYLLABUS

### SEMESTER I

Paper Code	Subjects
1.1	Business Economics
1.2 a	Business Communications
1.2 b	Management Information Systems
1.3	Principles of Management
1.4	Financial Accounting
1.5	Organisational Behaviour
1.6	Marketing Management & Analytics
1.7	Business Statistics
1.8	Digital Marketing
1.9	Operations Management

#### Non-Credit Courses

1. Mandarin - Chinese
2. Soft Skills Programme
3. Workshop on Excel
4. Workshop on SAP
5. Workshop on Careers

**SEMESTER II**  
**SPECIALISATION : FINANCE**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
2.1	Cost and Management Accounting
2.2	Sales & Distribution Management
2.3	Strategic Human Resource Management
2.4	Enterprise Resource Planning
2.5	Business Research
<b>Major Subjects</b>	
2.6	International Finance
2.7	Financial Management
2.8	Technical and Security Analysis & Portfolio Management
2.9	Direct & Indirect Taxes

**Non-Credit Workshops**

1. Courses on Business
2. Business Awareness
3. Case Writing
4. Workshop on Business Development

## SEMESTER III

### SPECIALISATION : FINANCE

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
3.1	Summer Internship
3.2	Services Marketing
3.3	Financial Markets & Products
3.4	Management Control Systems OR Internationalization Strategies OR Capstone Simulation Course
<b>Major Subjects</b>	
3.5	Fixed income Securities
3.6	Advanced Financial Management
3.7	Strategic Perspective in Banking
3.8	Pricing & Hedging in Derivatives
3.9	Financial Analytics
3.10	Strategic Cost Management

**SEMESTER IV**  
**SPECIALISATION : FINANCE**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
4.1	Winter Internship
4.2	Creativity & Innovation Management
4.3	Entrepreneurship Management
<b>Major Subjects</b>	
4.4	Wealth Management
4.5	Mergers, Acquisitions & Corporate Restructuring

**SEMESTER II**  
**SPECIALISATION : MARKETING**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
2.1	Cost and Management Accounting
2.2	Sales & Distribution Management
2.3	Strategic Human Resource Management
2.4	Enterprise Resource Planning
2.5	Business Research
<b>Marketing Specialisation Major Subjects</b>	
2.6	Product & Brand Management
2.7	Customer Relationship Management
2.8	Advanced Digital Marketing
2.9	Retail Marketing & Analytics

**Non-Credit Workshops**

1. Courses on Business
2. Business Awareness
3. Case Writing
4. Workshop on Business Development

**SEMESTER III**  
**SPECIALISATION : MARKETING**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
3.1	Summer Internship
3.2	Services Marketing
3.3	Financial Markets & Products
3.4	Management Control Systems OR Internationalization Strategies OR Capstone Simulation Course
<b>Major Subjects</b>	
3.5	Rural Marketing
3.6	Marketing of Financial Services
3.7	Media Planning & Strategy
3.8	Integrated Marketing Communications & Sales Promotions
3.9	Industrial & Technology Marketing
3.10	Consumer Behaviour Dynamics

**SEMESTER IV**  
**SPECIALISATION : MARKETING**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
4.1	Winter Internship
4.2	Creativity & Innovation Management
4.3	Entrepreneurship Management
<b>Major Subjects</b>	
4.4	Strategic Marketing Management
4.5	Future Trends in Marketing

## SEMESTER II

### SPECIALISATION : HUMAN RESOURCES

Paper Code	Subjects
<b>Core Subjects</b>	
2.1	Cost and Management Accounting
2.2	Sales & Distribution Management
2.3	Strategic Human Resource Management
2.4	Enterprise Resource Planning
2.5	Business Research
<b>Major Subjects</b>	
2.6	Learning & Development
2.7	Labour Legislation-1
2.8 a	Performance Management System
2.8 b	Competency Mapping
2.9	Compensation & Benefits

#### **Non-Credit Workshops**

1. Courses on Business
2. Business Awareness
3. Case Writing
4. Workshop on Business Development



## SEMESTER III

### SPECIALISATION : HUMAN RESOURCES

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
3.1	Summer Internship
3.2	Services Marketing
3.3	Financial Markets & Products
3.4	Management Control Systems OR Internationalization Strategies OR Capstone Simulation Course
<b>Major Subjects</b>	
3.5	Employee Relations
3.6	HR Audit
3.7	HR Analytics
3.8	Organisational Theories, Structure & Design
3.9	Organisational Development & Change Management
3.10	Labour Legislation - II

**SEMESTER IV**

**SPECIALISATION : HUMAN RESOURCES**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
4.1	Winter Internship
4.2	Creativity & Innovation Management
4.3	Entrepreneurship Management
<b>Major Subjects</b>	
4.4	Corporate Governance & Social Responsibility
4.5	Global HRM

**SEMESTER II**  
**SPECIALISATION : OPERATIONS**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
2.1	Cost and Management Accounting
2.2	Sales & Distribution Management
2.3	Strategic Human Resource Management
2.4	Enterprise Resource Planning
2.5	Business Research
<b>Major Subjects</b>	
2.6	Advanced Supply Chain Management
2.7	Materials Management & Transportation
2.8	Total Quality Management
2.9	Export Import Procedure, Documents & Customs

**Non-Credit Workshops**

1. Courses on Business
2. Business Awareness
3. Case Writing
4. Workshop on Business Development

## SEMESTER III

### SPECIALISATION : OPERATIONS

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
3.1	Summer Internship
3.2	Services Marketing
3.3	Financial Markets & Products
3.4	Management Control Systems OR Internationalization Strategies OR Capstone Simulation Course
<b>Major Subjects</b>	
3.5	Project Management
3.6	Manufacturing Resource Planning & Control
3.7	Supply Chain Risks & Performance Management
3.8	Warehouse Management & Automation
3.9	Strategic Operations Management
3.10	Service Operations Management

**SEMESTER IV**  
**SPECIALISATION : OPERATIONS**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
4.1	Winter Internship
4.2	Creativity & Innovation Management
4.3	Entrepreneurship Management
<b>Major Subjects</b>	
4.4	Lean Manufacturing
4.5	World Class Manufacturing

**SEMESTER II**  
**SPECIALISATION : SYSTEMS**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
2.1	Cost and Management Accounting
2.2	Sales & Distribution Management
2.3	Strategic Human Resource Management
2.4	Enterprise Resource Planning
2.5	Business Research
<b>Major Subjects</b>	
2.6	E – Commerce
2.7	Networking & Communications
2.8	Information Systems Audit
2.9	Database Management System

**Non-Credit Workshops**

1. Courses on Business
2. Business Awareness
3. Case Writing
4. Workshop on Business Development

**SEMESTER III**  
**SPECIALISATION : SYSTEMS**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
3.1	Summer Internship
3.2	Services Marketing
3.3	Financial Markets & Products
3.4	Management Control Systems OR Internationalization Strategies OR Capstone Simulation Course
<b>Major Subjects</b>	
3.5	Technology Platforms
3.6	Knowledge Management
3.7	Business Intelligence & Analytics
3.8	Software Engineering
3.9	Data Warehousing & Data Mining
3.10	Information & Network Security

**SEMESTER IV**  
**SPECIALISATION : SYSTEMS**

<b>Paper Code</b>	<b>Subjects</b>
<b>Core Subjects</b>	
4.1	Winter Internship
4.2	Creativity & Innovation Management
4.3	Entrepreneurship Management
<b>Major Subjects</b>	
4.4	IT Infrastructure Management
4.5	Technology Competition & Strategy