

Atharva Institute of Management Studies

13.02.2019

PGDM SEM - I

1. Managerial Economics
2. Principal of Management
3. Financial Accounting & Analytics
4. Organizational Behaviour
5. Marketing Management
6. Information Technology for Management
7. Operations Management
8. Business Mathematics and Statistics

Non Credit paper

- Soft skill Training
- Effective communication in language lab

PGDM SEM - II

Core paper

1. Strategic Management
2. Cost & Management Accounting
3. Human Resource Management
4. Business Law
5. Business Research Methods

Specialization- Finance

1. Financial Management
2. International Finance
3. Direct & Indirect Taxes

Specialization- Marketing

1. Product & Brand Management
2. Digital Marketing
3. Retail Marketing & Analytics

Specialization- HR

1. Learning & Management Development
2. Labour Legislation-I
3. Performance Management System & Competency Mapping

Specialization- Operations

1. Advance Supply Chain Management
2. Material Management
3. Export Import Procedure Documents and Customs

Specialization- Systems

1. Networking & Telecommunication
2. Software Engineering
3. Database Management System

PGDM SEM – III

Core paper

1. Management Control System
2. Financial Institution & Markets
3. International Business
4. Selling & Negotiation Skills

Specialization- Finance

1. Project Appraisal & Financing
2. Corporate Valuation & M&A
3. Derivatives & Risk Management
4. Financial Regulations

Specialization- Marketing

1. Sales & Distribution Management
2. Consumer Behaviour
3. Services Marketing
4. IMC & Advertising (includes components of rural marketing)

Specialization- HR

1. Labour Legislation-II
2. Organization Theories Structure & Design
3. Compensation & Benefits
4. Employee Relation

Specialization- Operations

1. Strategic Sourcing
2. Service Operation Management
3. Strategic Operation Management

4. Manufacturing Resource Planning & Control

Specialization- Systems

1. Technology Platforms
2. Management Information Systems
3. Info System Security & Audit
4. Data Mining & Data Warehousing

PGDM SEM – IV

Project Management (Core)

Finance - Invest Analytics Portfolio Management

Marketing – B2B Marketing

HR – Corporate Governance Social Responsibility

Operations – Lean Manufacturing

Systems – IT Infrastructure Management

+ 3 Projects