

POST GRADUATE DIPLOMA IN MANAGEMENT

2 Years Full Time Programme

[As per AICTE Guidelines]

Draft-14

TRIMESTER – I					
Paper	Name of the Subject	Core Credit	Elective Credit	Total Credit	Class Hours
1.1	Managerial Economics (ME)	03	-	03	30 hours
1.2	Business Communication (BC)	03	-	03	30 hours
1.3	Organizational Behaviour (OB)	03	-	03	30 hours
1.4	Financial Reporting, Statements and Analysis (FRSA)	03	-	03	30 hours
1.5	Computer Application in Business (CAB)	03	-	03	30 hours
1.6	Business Statistics & Analytics for Decision Making (BS & ADM)	03	-	03	30 hours
1.7	Companies Act 2013 – (CA)	03	-	03	30 hours
1.8	Leadership & Change Management (LCM)	03	-	03	30 hours
	Value Addition Certificate Programme (Non-Credit)				
	☒ NSE Certification Course /Swayam	-	-	-	
	☒ Professional Competence Building				
TOTAL		24	-	24	240 hours

TRIMESTER – II					
Paper	Name of the Subject	Core Credit	Elective Credit	Total Credit	Number of Hours
2.1	Human Resource Management (HRM)	03	-	03	30 hours
2.2	Cost and Management Accounting (CAM)	03	-	03	30 hours
2.3	Financial Management (FM)	03	-	03	30 hours
2.4	Legal and Business Environment (LBM)	03	-	03	30 hours
2.5	Marketing Management (MM)	03	-	03	30 hours
2.6	Entrepreneurship Development (ED)	03	-	03	30 hours
2.7	Corporate Governance & Business Ethics (CGBE)	03	-	03	30 hours
2.8	Programming with Python (PwP) [Theory-1, Lab-2]	03	-	03	30 hours
	Value Addition Certificate Programme (Non-Credit)				
	☒ NSE Certification Course/ Level 1 & 2	-	-	-	
	☒ Soft Skill Training Programme				
TOTAL		24	-	24	240 hours

TRIMESTER – III					
Paper	Name of the Subject	Core Credit	Elective Credit	Total Credit	Number of Hours
3.1	Research Methodology & Report Writing (RM & RW)	03	-	03	30 hours
3.2	Management Information System (MIS) [Theory-2, Lab-2]	03	-	03	30 hours
	Specialization: Choose any one Elective Paper (F/HR/M) – 16 Credits				
3.3(F)	Elective Paper (Finance)				
	(1) Financial Derivatives (FD) [Theory-2, Lab-2]	-	04	04	40 hours
	(2) Behavioral Finance (BF)	-	04	04	40 hours
	(3) Taxation	-	04	04	40 hours
	(4) Valuation & Security Analysis (V & SA)	-	04	04	40 hours
3.3(HR)	Elective Paper (Human Resources Management)				
	(1) Performance Management Systems (PMS)	-	04	04	40 hours
	(2) Managing Employee Relations (MER)	-	04	04	40 hours
	(3) Compensation and Benefits Management (CBM)	-	04	04	40 hours
	(4) Human Resource Analytics (HRA) [Theory-2, Lab-2]	-	04	04	40 hours
3.3(M)	Elective Paper (Marketing)				
	(1) Consumer Behaviour – (CB)	-	04	04	40 hours
	(2) Digital and Social Media Marketing (DSMM)	-	04	04	40 hours
	(3) Marketing Decision Models [Theory-2, Lab-2]	-	04	04	40 hours
	(4) Marketing to base of Pyramid Consumers	-	04	04	40 hours

3.3(BA)	Elective Paper (Business Analytics)				
	(1) Data Visualization for Managers (DVM)	-	04	04	40 hours
	(2) Business Forecasting (BF)	-	04	04	40 hours
	(3) Data Science using R (DSR)	-	04	04	40 hours
	(4) Data Mining (DM)	-	04	04	40 hours
	Value Addition Certificate Programme (Non-Credit)	-	-	-	-
	☒ Digital Skills & Competence Building				
	TOTAL	06	16	22	220 Hours

SUMMER INTERNSHIP PROGRAMME

In order to encourage experiential learning, students have to undergo Summer Internship Programme (SIP) of **6 weeks at the end of Term - III** (i.e., Completion of first year). The SIP holds **six credits** internship and is mandatory to award the degree. The recommended marking scheme will have about **60 %** in the project report and **40%** in a Presentation cum Viva-voce. The SIP report evaluation and the viva voce will be conducted by the internal as well as external examiners.

TRIMESTER – IV

Paper	Name of the Subject	Core Credit	Elective Credit	SIP Credit	Total Credit	Number of Hours
4.1	Summer Internship Programme (SIP) - [Submission & Evaluation]	-	-	06	06	60 hours
4.2	Project Management (PM)	03	-	-	03	30 hours
	Specialization: Choose any one Elective Paper (F/HR/M) - 12 Credits					
4.3 (F)	Elective Paper (Finance)					
	(1) International Finance	-	04	-	04	40 hours
	(2) Project Appraisal and Finance (PAF)	-	04	-	04	40 hours
	(3) Financial Modelling using Excel	-	04	-	04	40 hours
4.3 (HR)	Elective Paper (Human Resources Management)					
	(1) Human Resource Development (HRD)	-	04	-	04	40 hours
	(2) Team Dynamics at Work (TDW)	-	04	-	04	40 hours
	(3) Individual Growth and Development	-	04	-	04	40 hours
4.3 (M)	Elective Paper (Marketing)					
	(1) Retail Management (RM)	-	04	-	04	40 hours
	(2) Sales and Distribution Management (SDM)	-	04	-	04	40 hours
	(3) B2B Marketing (B2BM)	-	04	-	04	40 hours
4.3(BA)	Elective Paper (Business Analytics)					
	(1) Marketing Analytics	-	04	-	04	40 hours
	(2) Predictive Analytics using Python	-	04	-	04	40 hours
	(3) Data Warehouse and Big Data for Business Intelligence	-	04	-	04	40 hours
	Value Addition Programme (Non-Credit)	-	-	-	-	
	☒ Pre-Placement Training					
	TOTAL	03	12	06	21	210 hours

TRIMESTER – V

Paper	Name of the Subject	Core Credit	Elective Credit	Total Credit	Number of Hours
	Specialization: Choose any one Elective Paper (F/HR/M) – 08 Credits				
5.1 (F)	Elective Paper (Finance)				
	(1) Mergers, Acquisitions and Corporate Restructuring (MACR)	-	04	04	40 hours
	(2) Financial Markets and Services (FMS)	-	04	04	40 hours
5.1 (HR)	Elective Paper (Human Resources Management)				
	(1) Cross-Cultural HRM – (CCHRM)	-	04	04	40 hours
	(2) Employee Health and well-being (EHWB)	-	04	04	40 hours
5.1 (M)	Elective Paper (Marketing Marketing)				
	(1) Advertising and Sales Marketing (ASM)	-	04	04	40 hours
	(2) Product and Brand Management (PBM)	-	04	04	40 hours

5.1 (BA)	Elective Paper (Business Analytics)				
	(1) Advance Business Analytics	-	04	04	40 hours
	(2) Web and Social Media Analytics	-	04	04	40 hours
	Value Addition Programme (Non-Credit) ⊠ Pre-Placement Training	-	-	-	-
	TOTAL	--	08	08	80 Hours

TRIMESTER – VI

Paper	Name of the Subject	Core Credit	Elective Credit	Total Credit	
	Specialization: Choose any one Elective Paper (F/HR/M) – 08 Credits				
6.1 (F)	Elective Paper (Finance)				
	1) Managing Banks and Financial Institutions		04	04	40 hours
	2) Investment Analysis and Portfolio Management		04	04	40 hours
6.1 (HR)	Elective Paper (Human Resources Management)				
	(1) Manpower Planning, Recruitment, and Selection	-	04	04	50 hours
	(2) International HRM	-	04	04	40 hours
6.1 (M)	Elective Paper (Marketing)				
	(1) Services Marketing	-	04	04	40 hours
	(2) International Marketing	-	04	04	40 hours
6.1 (BA)	Elective Paper (Business Analytics)				
	(1) Management Decision Science	-	04	04	40 hours
	(2) Spreadsheet Modelling and Decision Analysis	-	04	04	40 hours
	Value Addition Programme (Non-Credit) ⊠ Pre-Placement Training				
	TOTAL	-	08	08	80 Hours

(I) Core Credit Total=57 (II) Electives Total=44 (III) SIP=06 (IV) Total Credit=107

P.S: The 4th Elective – Business Analytics Specialization will be decided as per the admission response.