

POST GRADUATE DIPLOMA IN MANAGEMENT

Curriculum

Program Structure - AICTE PGDM (2Years Program)



ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE)
MINISTRY OF HRD | GOVERNMENT OF INDIA

Students will be eligible to receive an AICTE approved PGDM. The course & infrastructure has been validated by All India Council for Technical Education (AICTE), Ministry of HRD, Govt. of India. The entire program is based on current market practices by corporate and industries. The course is divided by 6 Terms spread over 2 years.

General Management	Course Title	Managerial Economics Quantitative Analysis for Management Management Concepts and Practices Managerial Communication - Soft Skill Development -1 Managerial Communication - Interpersonal Skills & Group Dynamics Managerial Communication - Personality Development & Corporate Etiquettes Stress Management Through Yoga & Pranayam Economic Analysis and Policy Corporate Governance and Business Ethics Business Strategy and Policy Operation Management
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Marketing	
Area	Course Title
Core	Marketing Management-I Marketing Management - II International Business
Specialisation	Consumer Behaviour Product and Brand management Advertising & Sales Promotion Service marketing Customer Relationship Management Sales and Distribution Management Digital Marketing
Super Specialisation	Retail Management Supply Chain Management

Human Resource Management	
Area	Course Title
Core	Organisation Behaviour Human Resource Management-I Human Resource Management-II
Specialisation	Industrial Relation Human Resource Planning Human Resource Development Labour Legislation Performance Management Compensation Management International HRM
Super Specialisation	Leadership Skills & Compensation Management Organisational Change & Development

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Finance	
Area	Course Title
Core	Financial Accounting Financial Management -1 Financial Management-2 Business Law Cost and Management Accounting
Specialisation	Security Analysis & Portfolio Management Financial Market & Services International Finance Project Planning & Appraisal Merger & Acquisition Derivatives Management Control System
Super Specialisation	Working Capital Management Corporate Taxation

Systems	
Area	Course Title
Core	Managerial Computing Management Information System
Specialisation	System Development and Design Relational Database Management System (RDBMS) Object Oriented Analysis and Design Software Engineering Decision Support System (DSS) Enterprise System New Methodologies in Information Systems Data Wirehouse & Data Mining
Super Specialisation	Data Structure Enterprise Resource Planning

Value Added Training

- Aptitude Training
- Business News Analysis
- Excel Training
- Personality Development Training

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Operations	
Area	Course Title
Core	Operation Management
Specialisation	Production and Operation Management-I Project Management Procurement Management Production and Operation Management-II Warehouse Management Logistics Management Supply Chain Management
Super Specialisation	Total Quality Management Legal aspects in Supply Chain Management
Value Added Training	
Aptitude Training Business News Analysis Excel Training Personality Development Training	