

Curriculum Framework for PGDM Program — Batch 2024-2026

SEMESTER – I (2024-26) (Select Anyone Open Elective from Course Codes SEC101 & AEC102)

Program Type	Course Code	Course Name	L-T-P	Credits	CCE	Mid Term	End Term	Total Marks
Program Core	GEN101	Principles of Management & OB	3-0-0	3	30	20	50	100
Program Core	GEN102	Business Statistics	3-0-0	3	30	20	50	100
Program Core	GEN103	Managerial Economics	3-0-0	3	30	20	50	100
Program Core	GEN104	Marketing Management - I	3-0-0	3	30	20	50	100
Program Core	GEN105	Financial Reporting & Analysis	3-0-0	3	30	20	50	100
Program Core	GEN106	Operations Management	3-0-0	3	30	20	50	100
Program Core	GEN107	Industry Readiness Program and GCL - I	0-0-3	3	50		50	100
Program Core	GEN108	Basics of IT & Analytics	3-0-0	3	30	20	50	100
Program Core	AEC101	Managerial Communication	2-0-0	2	50			50
Multidisciplinary	VAC101	Yoga and Emotional Intelligence	2-0-0	2	50			50
Open Elective	SEC101	Introduction to Digital Marketing	2-0-0	2	50			50
Open Electives	AEC102	Business Ethics	2-0-0	2	50			50
				Total	30			950

SEMESTER – II (Select Anyone Open Elective)

Program Type	Course Code	Course Name	L-T-P	Credits	CCE	Mid Term	End Term	Total Marks
Program Core	GEN201	Financial Management	3-0-0	3	30	20	50	100
Program Core	GEN202	Marketing Management - II	3-0-0	3	30	20	50	100
Program Core	GEN203	Personal Finances	3-0-0	3	30	20	50	100
Program Core	GEN204	Research Methodology for Business Decision	3-0-0	3	30	20	50	100
Program Core	GEN205	Entrepreneurship & New Ventures	3-0-0	3	30	20	50	100
Program Core	GEN206	Business Regulatory Framework	3-0-0	3	30	20	50	100
Program Core	GEN207	Sustainable Operation and Green Logistics	3-0-0	3	30	20	50	100
Program Core	GEN208	Human Resource Management	3-0-0	3	30	20	50	100
Program Core	GEN209	Industry Readiness Program and GCL - II	0-0-3	3	50		50	100
Multidisciplinary	VAC201	MOOC Course: SWAYAM/Skill Platforms	2-0-0	2			50	50
Open Elective	SEC201	Sales and Negotiation Skills	2-0-0	2	50			50
Open Elective	VAC202	Public Speaking	2-0-0	2	50			50
				Total	31			1000



SEMESTER – III

Program Type	Course Code	Course Name	L-T-P	Credits	CCE	Mid Term	End Term	Total Marks
Program Core	GEN301	Summer Internship	0-0-6	6	50		50	100
Program Core	GEN302	Business Policy and Strategic Management	3-0-0	3	30	20	50	100
Program Core	GEN303	Management of Emerging Technology	3-0-0	3	30	20	50	100
Total				12				300

MARKETING SPECIALIZATION (Select Any two from the Specialization Elective)

Program Type	Course Code	Course Name	L-T-P	Credits	CCE	Mid Term	End Term	Total Marks
Specialization Core	MKT301	Consumer & Industrial Buyer Behaviour	3-0-0	3	30	20	50	100
Specialization Core	MKT302	Integrated Product & Brand Management	3-0-0	3	30	20	50	100
Specialization Core	MKT303	Consumer Analytics and AI	3-0-0	3	30	20	50	100
Specialization Core	MKT304	Sales and Distribution Management	3-0-0	3	30	20	50	100
Specialization Core	MKT305	Digital and Social Media Marketing	3-0-0	3	30	20	50	100
Specialization Core	MKT306	Marketing Research	3-0-0	3	30	20	50	100
Specialization Elective	MKT 309	Retail Marketing & CRM	3-0-0	3	30	20	50	100
Specialization Elective	MKT 311	Marketing of Financial Products and Services	3-0-0	3	30	20	50	100
Specialization Elective	MKT 307	International Marketing	3-0-0	3	30	20	50	100
Specialization Elective	MKT 308	Rural Marketing	3-0-0	3	30	20	50	100
Specialization Elective	MKT310	Ethical Marketing	3-0-0	3	30	20	50	100
Total				24				800

FINANCE SPECIALIZATION (Select Any two from the Specialization Elective)

Program Type	Course Code	Course Name	L-T-P	Credits	CCE	Mid Term	End Term	Total Marks
Specialization Core	FIN301	Financial Analytics and AI	3-0-0	3	30	20	50	100
Specialization Core	FIN302	Security Analysis & Portfolio Management -Financial Market , Product & Institutions	3-0-0	3	30	20	50	100
Specialization Core	FIN303	Financial Risk Management	3-0-0	3	30	20	50	100
Specialization Core	FIN304	Corporate Restructuring & Valuation	3-0-0	3	30	20	50	100
Specialization Core	FIN305	Financial Planning and Analysis - Financial Modelling	3-0-0	3	30	20	50	100
Specialization Core	FIN306	Banking & Financial Services	3-0-0	3	30	20	50	100
Specialization Elective	FIN310	Derivatives , Future & Options	3-0-0	3	30	20	50	100
Specialization Elective	FIN311	Fintech	3-0-0	3	30	20	50	100
Specialization Elective	FIN307	Corporate Law	3-0-0	3	30	20	50	100
Specialization Elective	FIN308	Project Finance and Trade Finance	3-0-0	3	30	20	50	100
Specialization Elective	FIN309	Strategic Cost Management	3-0-0	3	30	20	50	100
Total				24				800



HUMAN RESOURCE SPECIALIZATION (Select Any two from the Specialization Elective)

Program Type	Course Code	Course Name	L-T-P	Credits	CCE	Mid Term	End Term	Total Marks
Specialization Core	HR301	HR Policy Design and Implementation	3-0-0	3	25	25	50	100
Specialization Core	HR302	Industrial Relations and Labour Law	3-0-0	3	25	25	50	100
Specialization Core	HR303	Performance Appraisal Management System	3-0-0	3	25	25	50	100
Specialization Core	HR304	Training and Development	3-0-0	3	25	25	50	100
Specialization Core	HR305	Compensation & Benefits	3-0-0	3	25	25	50	100
Specialization Core	HR306	Strategic Human Resource Management & HR Analytics	3-0-0	3	25	25	50	100
Specialization Elective	HR307	People Analytics	3-0-0	3	25	25	50	100
Specialization Elective	HR309	Leadership and Capacity Building	3-0-0	3	25	25	50	100
Specialization Elective	HR310	International HRM	3-0-0	3	25	25	50	100
Specialization Elective	HR311	Change Management	3-0-0	3	25	25	50	100
Specialization Elective	HR 312	Employee Engagement	3-0-0	3	25	25	50	100
Total				24				800

OPERATIONS SPECIALIZATION (Select Any two from the Specialization Elective)

Program Type	Course Code	Course Name	L-T-P	Credits	CCE	Mid Term	End Term	Total Marks
Specialization Core	OPE301	Project Management	3-0-0	3	25	25	50	100
Specialization Core	OPE302	Enterprise Resource Planning	3-0-0	3	25	25	50	100
Specialization Core	OPE303	Logistics, Warehouse and Distribution Management	3-0-0	3	25	25	50	100
Specialization Core	OPE305	Operations Research	3-0-0	3	25	25	50	100
Specialization Core	OPE306	World Class Manufacturing	3-0-0	3	25	25	50	100
Specialization Core	OPE308	Operational excellence	3-0-0	3	25	25	50	100
Specialization Elective	OPE304	Service Operations Management	3-0-0	3	25	25	50	100
Specialization Elective	OPE311	Supply Chain Management	3-0-0	3	25	25	50	100
Specialization Elective	OPE309	Technology and Innovation Management	3-0-0	3	25	25	50	100
Specialization Elective	OPE310	Six Sigma for Operations	3-0-0	3	25	25	50	100
Specialization Elective	OPE307	Process Optimization	3-0-0	3	25	25	50	100
Total				24				800

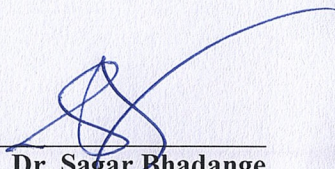
Sub Total 36 1100

SEMESTER – IV

Program Type	Course Code	Course Name	L-T-P	Credits	CCE	Mid Term	End Term	Total Marks
Program Core	GEN401	Capstone Project	0-0-3	3	50		50	100
Program Core	GEN402	Managerial Analysis for Decision Making	3-0-0	3	30	20	50	100
Program Core	GEN403	International Business	3-0-0	3	30	20	50	100
			Total	9				300

						Grand Total	106	3350
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Dr. Sagar Bhadange
 Deputy Director