



Calcutta Business School (CBS)
(A Unit of Shikshayatan Foundation)
Campus I Diamond Harbor Road; Bishnupur; South 24
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PGDM PROGRAMME CURRICULUM WITH DUAL SPECIALISATION

PGDM PROGRAMME CURRICULUM – 1ST YEAR COURSE STRUCTURE BATCH 2021-23

TERM I	CREDITS	HRS	TERM II	CREDITS	HRS	TERM III	CREDITS	HRS
MANAGERIAL ECONOMICS	3	30	FINANCIAL MANAGEMENT	3	30	BUSINESS RESEARCH METHODOLOGY (20 HRS LAB ON SPSS APPLICATION)	3	30
BUSINESS STATISTICS FOR DECISION MAKING I (10 HRS LAB ON EXCEL)	3	30	ORGANISATIONAL STRUCTURE AND DESIGN	3	30	STRATEGIC MANAGEMENT	3	30
MARKETING MANAGEMENT-1	3	30	BUSINESS LAWS AND CORPORATE SOCIAL RESPONSIBILITY	3	30	HUMAN RESOURCE MANAGEMENT	3	30
OPERATIONS MANAGEMENT	3	30	BUSINESS STATISTICS FOR DECISION MAKING II (10 HRS LAB ON EXCEL)	3	30	INDIAN ECONOMY AND POLICY	3	30
ORGANISATIONAL BEHAVIOUR	3	30	MARKETING MANAGEMENT- II	3	30	MANAGERIAL ACCOUNTING	3	30
SPREAD SHEET APPLICATIONS IN BUSINESS	3	30	DIGITAL MARKETING	3	30	INTRODUCTION TO BUSINESS ANALYTICS (using R/Python)	3	30
FINANCIAL ACCOUNTING	3	30	MANAGERIALSKILLS FOR EFFECTIVENESS (INCLUDING BUSINESS COMMUNICATION)	2	20	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	30
ORAL COMMUNICATION	0	30	DESIGN THINKING AND INNOVATION (WORKSHOP MODE)	1	10	FOREIGN LANGUAGE	0	30

INDUSTRIAL VISIT	NC		WRITTEN COMMUNICATION	0	30	INDUSTRIAL VISIT	NC	
			INDUSTRIAL VISIT	NC				
TOTAL CREDIT	21			21			21	

COURSES	CREDITS	WEEKS	CODE
SUMMER INTERNSHIP PROGRAMME (SIP)	3	8-10 WEEKS	
GRAND VIVA (TERM I, TERM II, TERM III)	1.5		

PGDM PROGRAMME CURRICULUM – 2ND YEAR COURSE STRUCTURE BATCH 2021-23

LIST OF COMPULSORY COURSES FOR 2ND YEAR (TERM IV, V, VI)

1. ADVANCED STRATEGIC MANAGEMENT
2. INTERNATIONAL BUSINESS
3. CREATING AND MANAGEING NEW VENTURES
4. SOCIAL ENTERPRISE
5. BUSINESS ETHICS AND SUSTAINABILITY
6. TECHNOLOGY MANAGEMENT AND NEW BUSINESS MODEL

(a) FAMILY BUSINESS, ENTREPRENEURSHIP, AND VENTURE DEVELOPMENT

ELECTIVE COURSES

1. Fundamentals of Entrepreneurship
2. Internal Understanding of Entrepreneurs
3. Direct Tax Planning for Business
4. Strategies of Entrepreneurs
5. Venture Capital Development
6. Social Entrepreneurship
7. Entrepreneurial Marketing
8. Managing a Growing Organization
9. Export-Import Management
10. Technology and Innovation Management
11. Dynamics and Management of Family Businesses
12. Entrepreneurship for Non-Profit Organizations

(b) RURAL MANAGEMENT

ELECTIVE COURSES

1. Rural Development & Reconstruction
2. Indian Social Structure
3. Disaster Management & Climate Change
4. Rural Management
5. Rural Livelihood Systems & Interventions
6. Management Of NGOs & HRD
7. Managing Co-Operatives
8. Rural Marketing & Agri-Business
9. Social Entrepreneurship & Ethical Leadership
10. Public Systems Management
11. Social Justice, Human Rights, And Rural Development
12. Co-System & Natural Resource Management

IN TERM VI, DISSERTATION WILL BE 3 CREDITS AND TWO CORE COURSES WILL BE INCLUDED WHEREIN EACH COURSE WILL CARRY 1.5 CREDITS

SPECIALISATION IN MARKETING MANAGEMENT	SPECIALISATION IN FINANCIAL MANAGEMENT	SPECIALISATION IN OPERATIONS MANAGEMENT	SPECIALISATION IN HUMAN RESOURCE MANAGEMENT	SPECIALISATION IN BUSINESS ANALYTICS
Consumer Behavior	Security and Portfolio Management	Strategic Supply Chain Management	Strategic Human Resource Management	Data Science 1

Product and Brand management	Financial Derivatives Management	Operations Strategy	Performance Management and Appraisal	Database management System
Sales and Distribution Management	Corporate Finance	Total Quality Management	Transformational Leadership and Change	Fundamentals of Digital Marketing Technologies
Rural Marketing	Project Finance	Project Management	HR Analytics	Decision Science
Services Marketing	Commercial Banking	Pricing and Revenue Management	Employee Relations and Employment Laws	Information management
Retail Management	Audit and Taxation	Sustainable Operations Management	Talent Management	Data Science 2
Strategic Marketing	Wealth management	Supply Chain Analytics	Compensation Management	Sports Analytics
Customer Relationship Marketing	Financial Analytics	Business Process Reengineering	HR System and Audit	Business Intelligence
Marketing Analytics	Mergers and Acquisition	Global Operations Management	Industrial Psychology	Social Media and Digital Marketing Analytics
B2B Marketing	International Financial Management	Technology Management	Behavioral Operations Management	Evidence Based Consultancy
International Marketing	Financial Risk Management	Services Operations Management	Management of Stress and Counselling /Knowledge Management	Data Science 3
Hospitality and Healthcare Services Marketing	Financial Analysis , Planning and Control	Theory of Constraints	HR Audit and Accounting	IOT and Smart Analytics
				Block Chain

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