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**15-Months PGPEX**

**COURSE STRUCTURE:**

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| --- | --- | --- | --- | --- |
| **SL** | **Courses** | **Credits** | **Hours** | **Code** |
| 1 | Managerial Economics | 3 | 30 | DM 20101 |
| 2 | Quantitative Techniques for Decision Making -I[[1]](#footnote-1)  | 3 | 30 | DM 20301 |
| 3 | Marketing Management[[2]](#footnote-2) | 3 | 30 | DM 20201 |
| 4 | Financial Accounting & Reporting | 3 | 30 | DM 20102 |
| 5 | Organizational Behavior | 3 | 30 | DM 20401 |
| 6 | Spread Sheet Applications in Business | 2 | 20 | DM 20501 |
| 7 | Oral Communication[[3]](#footnote-3) | 3 | 30 | DM 20901 |
| 8 | Business Laws  | 1 | 10 | DM 20902 |
| 9 |  Human Values & Business Ethics (Workshop Mode) | 1 | 10 | DM 20907 |
|  | Total Credit | 22 | 220 |  |

**COURSE STRUCTURE: 2nd Trimester**

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| **SL** | **Courses** | **Credits** | **Hours** | **Code** |
| 1 | Financial Management | 3 | 30 | DM 20103 |
| 2 | Organizational Structure and Design | 3 | 30 | DM 20402 |
| 3 | Operations Management | 3 | 30 | DM 20302 |
| 4 | Quantitative Techniques for Decision Making-II[[4]](#footnote-4) | 3 | 30 | DM 20304 |
| 5 | Corporate Social Responsibility | 1 | 10 | DM 20903 |
| 6 | Digital Marketing  | 3 | 30 | DM 20203 |
| 7 | Managerial Skills for Effectiveness (Workshop) | 1 | 10 | DM 20904 |
| 8 | Leadership & Change Management Practicum (Workshop) | 1 | 10 | DM 20404 |
| 9 | Rural Immersion (Field Study) | 1 | 10 | DM 21004 |
| 10 | Written Communication | 3 | 30 | DM 20902 |
| 11 | Winter Internship | 1 | 4-5 Weeks | DM 21003 |
|   | Total Credit | 23 | 220 |   |

**COURSE STRUCTURE: 3rd Trimester**

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| **Term-III** | **Courses** | **Credits** | **Hours** | **Code** |
| 1 | Business Research Methodology (With Application Software) | 3 | 30 | DM 20305 |
| 2 | Strategic Management | 3 | 30 | DM 20906 |
| 3 | Human Resource Management | 3 | 30 | DM 20403 |
| 4 | Economic Environment & Policy | 1.5 | 15 | DM 20104 |
| 5 | Creating And Managing New Ventures | 3 | 30 | DM 20601 |
| 6 | Managerial Accounting  | 2 | 20 | DM 20105 |
| 7 | Business Analytics –I (Using Application Software) | 1.5 | 15 | DM20502 |
| 8 | Logistics And Supply Chain Management  | 3 | 30 | DM 20306 |
| 9 | Design Thinking and Innovation (Workshop Mode) | 1 | 10 | DM 20603 |
| 10 | Foreign Language | 1 | 30 | DM 20908 |
|   | Total Credit | 22 |  240 |   |

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| **Sl.No.** | **COURSES**  | **CREDITS**  | **WEEKS** | **CODE** |
| 1 | Summer Internship Programme (SIP) | 3 | 8-10 WEEKS  | DM 21001 |
| 2 | Grand Viva -I  | Qualifying |   | DM 21002 |

**COURSE STRUCTURE: 4th Trimester**

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| **Term-IV** | **Courses** | **Credits** | **Hours** | **Code** |
| **Core Courses** |
| 1 | Business Analytics –II (Using Application Software) | 1.5 | 20 | DM 20503 |
| 2 | Advanced Course on NEN  | 1.5 | 20 | DM 20602 |
| **Three Electives Course from one area of Specialization ( Credits: 9 +9 =18)** |
|   | Total Credit | 21 |  220 |   |

**Elective Courses- “Specialisation in Financial Management Area"**

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| **Sl.No.** | **Course**  | **Credits** | **Code** |
| 1 | **Security and Portfolio Management**  | 3 | DM 20106 |
| 2 | **Financial Derivatives Management** | 3 | DM 20107 |
| 3 | **Corporate Finance**  | 3 | DM 20108 |
| 4 | Project Finance | 3 | DM 20109 |
| 5 | Commercial Banking | 3 | DM 20110 |
| 6 | **Audit and Taxation** | 3 | DM 20111 |
| 7 | Wealth management  | 3 | DM 20112 |
| 8 | **Financial Analytics** | 3 | DM 20113 |
| 9 | Mergers and Acquisition  | 3 | DM 20114 |
| 10 | International Financial Management  | 3 | DM 20115 |
| 11 | **Financial Risk Management**  | 3 | DM 20116 |
| 12 | Financial Analysis, Planning and Control  | 3 | DM 20117 |

**Elective Courses - “Specialisation in Marketing Management Area”**

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| **Sl.No.** | **Course**  | **Credits** |  **Code** |
| 1 | **Consumer Behavior**  | 3 | DM 20204 |
| 2 | **Product and Brand management** | 3 | DM 20205 |
| 3 | **Sales and Distribution Management**  | 3 | DM 20206 |
| 4 | **Rural Marketing**  | 3 | DM 20207 |
| 5 | **Services Marketing**  | 3 | DM 20208 |
| 6 | **Retail Management**  | 3 | DM 20209 |
| 7 | Strategic Marketing  | 3 | DM 20210 |
| 8 | Customer Relationship Marketing | 3 | DM 20211 |
| 9 | Marketing Analytics  | 3 | DM 20212 |
| 10 | B2B Marketing | 3 | DM 20213 |
| 11 | International Marketing | 3 | DM 20214 |
| 12 | Hospitality and Healthcare Services Marketing  | 3 | DM 20215 |
| 13 | Content Marketing  | 3 | DM 20216 |

**Elective Courses - “Specialisation in Operations Management Area”**

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| **Sl.No.** | **Course**  | **Credits** |  **Code** |
| 1 | **Logistics & Distribution Management**  | 3 | DM 20307 |
| 2 | Operations Strategy | 3 | DM 20308 |
| 3 | **Total Quality Management**  | 3 | DM 20309 |
| 4 | **Project Management** | 3 | DM 20310 |
| 5 | Pricing and Revenue Management  | 3 | DM 20311 |
| 6 | **Sustainable Operations Management**  | 3 | DM 20312 |
| 7 | **Supply Chain Analytics**  | 3 | DM 20313 |
| 8 | Business Process Reengineering | 3 | DM 20314 |
| 9 | Global Operations Management  | 3 | DM 20315 |
| 10 | **Technology Management** | 3 | DM 20316 |
| 11 | Services Operations Management  | 3 | DM 20317 |
| 12 | Theory of Constraints  | 3 | DM 20318 |
| 13 | Digital Manufacturing  | 3 | DM 20319 |

**Elective Courses- “Specialisation in Human Resource Management Area”**

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| --- | --- | --- | --- |
| **Sl.No.** | **Course**  | **Credits** |  **Code** |
| 1 | **Strategic Human Resource Management**  | 3 | DM 20405 |
| 2 | **Performance Management and Appraisal**  | 3 | DM 20406 |
| 3 | **Transformational Leadership and Change**  | 3 | DM 20407 |
| 4 | **HR Analytics**  | 3 | DM 20408 |
| 5 | **Employee Relations and Employment Laws**  | 3 | DM 20409 |
| 6 | Talent Management  | 3 | DM 20410 |
| 7 | **Compensation Management**  | 3 | DM 20411 |
| 8 | HR System and Audit  | 3 | DM 20412 |
| 9 | Industrial Psychology  | 3 | DM 20413 |
| 10 | Behavioral Operations Management | 3 | DM 20414 |
| 11 | Management of Stress and Counselling /Knowledge Management | 3 | DM 20415 |
| 12 | HR Audit and Accounting  | 3 | DM 20416 |

**Elective Courses- “Specialisation in Business Analytics”**

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| **Sl.No.** | **Course**  | **Credits** |  **Code** |
| 1 | **Foundation of Data Science** | 3 | DM 20505 |
| 2 | **Decision Science** | 3 | DM 20506 |
| 3 | **Business Intelligence & Data Visualization** | 3 | DM 20507 |
| 4 | **Information Management, Data Security & Privacy** | 3 | DM 20508 |
| 5 | **Blockchain** | 3 | DM 20509 |
| 6 | **Natural Language Processing & Web/Media Analytics** | 3 | DM 20510 |
| 7 | Advanced AI/ML Techniques & Applications | 3 | DM 20511 |
| 8 | Deep Learning | 3 | DM 20512 |
| 9 | Database Management & Data Warehousing | 3 | DM 20513 |
| 10 | Big Data & IoT  | 3 | DM 20514 |
| 11 | Evidence based Consultancy | 3 | DM 20515 |
| 12 | AWS & Cloud  | 3 |  |

**Elective Courses- “Specialisation in Family Business, Entrepreneurship and Venture Development”**

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| --- | --- | --- | --- |
| **Sl.No.** | **Course**  | **Credits** |  **Code** |
| 1 | Fundamentals of Entrepreneurship | 3 | DM 20605 |
| 2 | Internal Understanding of Entrepreneurs | 3 | DM 20606 |
| 3 | Direct Tax Planning for Business | 3 | DM 20607 |
| 4 | Strategies of Entrepreneurs | 3 | DM 20608 |
| 5 | Venture Capital Development | 3 | DM 20609 |
| 6 | Social Entrepreneurship | 3 | DM 20610 |
| 7 | Entrepreneurial Marketing | 3 | DM 20611 |
| 8 | Managing a Growing Organization | 3 | DM 20612 |
| 9 | Export Import Management | 3 | DM 20613 |
| 10 | Technology and Innovation Management | 3 | DM 20614 |
| 11 | Advanced Course in Learnware (By NEN) | 3 | DM 20615 |
| 12 | Real Project Venture | 3 | DM 20616 |

**Elective Courses- “Specialisation in Rural Management”**

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| **Sl.No.** | **Course**  | **Credits** |  **Code** |
| 1 | Rural Development & Reconstruction | 3 | DM 20703 |
| 2 | Indian Social Structure | 3 | DM 20704 |
| 3 | Disaster Management & Climate Change | 3 | DM 20705 |
| 4 | Rural Management | 3 | DM 20706 |
| 5 | Rural Livelihood Systems & Interventions | 3 | DM 20707 |
| 6 | Management Of Ngos & Hrd | 3 | DM 20708 |
| 7 | Managing Co-Operatives | 3 | DM 20709 |
| 8 | Rural Marketing & Agri Business | 3 | DM 20710 |
| 9 | Social Entrepreneurship & Ethical Leadership | 3 | DM 20711 |
| 10 | Public Systems Management | 3 | DM 20712 |
| 11 | Social Justice, Human Rights And Rural Development | 3 | DM 20713 |
| 12 | Eco-System & Natural Resource Management | 3 | DM 20714 |

**Elective Courses- “Specialisation in Education Management”**

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| --- | --- | --- | --- |
| **Sl.No.** | **Course**  | **Credits** |  **Code** |
| 1 | Educational Administration And Management | 3 | DM 20801 |
| 2 | Quality Leadership & Educational Excellence | 3 | DM 20802 |
| 3 | Educational Finance | 3 | DM 20803 |
| 4 | Operational Behaviour For Education | 3 | DM 20804 |
| 5 | Educational Psychology & Evaluation | 3 | DM 20805 |
| 6 | Pedagogy & Instructional Management | 3 | DM 20806 |
| 7 | Technology For Educational Sector | 3 | DM 20807 |
| 8 | Branding & Promotion  | 3 | DM 20808 |
| 9 | Managing Diversity In Schools | 3 | DM 20809 |
| 10 | Data Analysis & Assessment | 3 | DM 20810 |
| 11 | Advanced Strategy For Higher Education | 3 | DM 20811 |
| 12 | Educational Research | 3 | DM 20812 |

**Revised Course Code Scheme**

**(From PGDM 2021-23 Batch)**

**Coding example**

**Area**

E.g. for PGDM program:

Finance : 01; Marketing: 02; Operations Management: 03; HR: 04; Business Analytics: 05; Entrepreneurship & Family Business: 06; Rural Management: 07; Education Management: 08; General Management: 09 Others: 10

X

**Level**

E.g. Undergraduate (regular) : 1

Post Graduate (regular) : 2

Executive : 3 & so on

X

X

X

X

X

X

**Programme Name**

E.g.

PGDM : DM

MBA: BA

MCA: CA

BSc: BS

MSc: MS

**Course number**

1. [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)
3. [↑](#footnote-ref-3)
4. [↑](#footnote-ref-4)