

**2.1.4**
**COURSES IN THE FIRST YEAR – 2017-19**

Term	Sl No.	Course Title	Credits
1	1.	Financial Reporting & Analysis	3
	2.	Fundamentals of Data Analysis	3
	3.	Human Resources Management	3
	4.	Information Technology for Management	3
	5.	Managerial Communication – 1	2
	6.	Marketing Management	3
	7.	Microeconomics	3
			<b>Term – I Total Credits</b>
2	1.	Advanced Data Analysis	3
	2.	Corporate Social Responsibility and Sustainability	2
	3.	Business Ethics	2
	4.	Management Information Systems	3
	5.	Managerial Communication – 2	2
	6.	Management Accounting	3
	7.	Operations Management	3
	8.	Understanding People in Organizations	3
	9.	Socially Relevant Project	2
		<b>Term – II Total Credits</b>	<b>23</b>
3	1.	Business Law	2
	2.	Corporate Finance	3
	3.	Decision Modelling and Optimization	3
	4.	International Business	3
	5.	Knowledge Seminar	2
	6.	Logistics & Supply Chain Management	3
	7.	Macroeconomics	3
	8.	Marketing Research	2
	9.	Organizational Dynamics	3
		<b>Term – III Total Credits</b>	<b>24</b>
		<b>Total Core Credits in First Year</b>	<b>67</b>
Soft Core		Yoga & Wellness Management	2
SIP		Summer Internship Project (undertaken at the end of I Year from April 1 <sup>st</sup> to May 31 <sup>st</sup> )	3

## **2.2 Second Year Courses**

In the second year, there are three types of courses namely core, elective and core elective. While the core courses are mandatory irrespective of specialisation area, students can choose from the electives in each stream. The courses identified as core elective, are mandatory to specialize in an area.

### **2.2.1 Specialization and Electives**

#### **2.2.2 Elective Selection Process**

- a) Towards the end of the first year, the PGDM office announces the list of courses on offer and the upper and lower limit on the number of registrations for each course. The details of the courses offered for the batch 2016-18 are given below.
- b) Students have to choose elective courses to cover a minimum of 34 and maximum of 40 credits from the elective courses offered during the year. The Institute may revise the list of elective courses offered and also the number of credits to be chosen based on contemporary Institute – Industry needs.
- c) A student is considered as specialized in an area if he/she takes a minimum of 15 credits in an area. Dual specialization is where at least 15 credits in each of the specialization areas is chosen by the student. The Institute may change the number of credits for specialization on a need basis.
- d) The courses to be offered to the batch of 2017-19 will be finalized by end of the academic year 2017-18. Repeat offer will be made in Term V and VI for modifying the selection.
- e) Courses, which do not have the minimum number of registrations, will be dropped, even if it means that there are not enough courses in an area for specialization in terms of 2.2.1 c) above. Currently, the minimum number has been fixed at 15.
- f) The decision of the Director will be final and binding on the courses to be offered.
- g) Students going on recognised Foreign University Exchange Programs will be given the specialization that they choose, despite not having been enlisted for the core elective in the area, provided they have 15 credits in the specialization area.

### 2.2.3 COURSES IN THE SECOND YEAR (PROVISIONAL) – 2016-18

#### PART – I (CORE COURSES)

The list of II Year courses on offer for 2017-18 as indicated below:

Term	Area	Sl. No.	Course Title	Credits
V	General Core*	1.	Strategic Management	3
VI		2.	Business Landscape	3

\*General Core – Compulsory for all students

#### PART - II (Elective Courses)

Term	Area	Sl No.	Course Title	Credits
4	Finance	1.	Financial Derivatives	3
		2.	Investment Analysis and Portfolio Management	3
		3.	Micro Finance	3
		4.	Financial Institutions and Markets	3
		5.	Islamic Finance and Banking	2
	Systems	6.	Managing Software Projects	3
		7.	Social Media, Mobility, Analytics & Cloud	2
	Operations	8.	Production, Planning & Control	3
		9.	Business Process Modelling	3
		10.	Strategic Quality Management	3
		11.	Services Management	4
	Marketing	12.	Product Strategy and Brand Management	3
		13.	Services Management	4
		14.	Sales and Distribution Management	3
		15.	Integrated Marketing Communication	3
		16.	Marketing of High Technology Products	2
	HR	17.	Performance Management	3
		18.	Organization Development	3
		19.	Compensation Management	3
		20.	Emotional Intelligence and Agility Quotient	3
	Sports Management	21.	Management of Sports Leagues and Teams	3
		22.	Administration of Professional and organized team sports of India, Roles and Functions	3
	General	23.	Leadership for Global Citizenship	2
			<b>Term IV Total Credits</b>	<b>66</b>

Term	Area	Sl No.	Course Title	Credits
5	Finance	1.	Project Appraisal	2
		2.	Business Valuation and Management	2
		3.	Financial Statement Analysis	2
		4.	Merger & Acquisitions	3
		5.	Advanced Corporate Finance	3
	Systems	6.	Enterprise Resource Planning	3
		7.	Business Intelligence	3
		8.	IT Outsourcing Trends & Strategies	2
		9.	BIG Data Technologies	3
	Operations	10.	Management of Small & Medium Enterprises	3
		11.	Lean & Green Management	3
		12.	Project Management	3
	Marketing	13.	Business Marketing	3
		14.	Customer Relationship Management	2
		15.	Retail Management	3
		16.	Digital Marketing	2
	HR	17.	Advanced Recruitment & Selection	3
		18.	International HRM	3
	Sports Management	19.	Marketing Management in Sports: sports and entertainment, Digital Sports Marketing, PR and Advertisements	3
		20.	Sports Sponsorships, Pvt., Govt and Institutionalized Funding, Handling TV rights	3
	General	21.	Business Negotiation Skills	3
			<b>Term V Total Credits</b>	<b>57</b>

Term	Area	Sl No.	Course Title	Credits
6	Finance	1.	Behavioural Finance	2
		2.	International Finance	3
		3.	Corporate Tax Planning	2
		4.	Contemporary Issues in International Business & Finance	2
	Systems	5.	Business Database Management Systems	3
		6.	E-Business	3
		7.	IT Audit & Governance	1
		8.	IT Strategies for Startups	1
		9.	Data Analysis using R	3
		10.	Business Analytics in Action	3
	Operations	11.	Technology Management & Innovation	3
		12.	Strategic Outsourcing	3
	HRM	13.	Strategic HRM	2
		14.	Work Place Learning & Development	2
		15.	Talent Management	3
	Marketing	16.	Consumer Behaviour	2
	Sports Management	17.	An Introduction to Sports Science, Nutrition, Psychology & Sports Training and tactics	3
	General	18.	Entrepreneurship	2
		19.	Crisis Communication	1
		20.	Cross Cultural Communication	2
			<b>Term VI Total Credits</b>	<b>47</b>