

I.T.S School of Management

Mohan Nagar, Ghaziabad

Course Structure for PGDM (2021-23) batch

- PGDM Programme curriculum is spread over six Trimesters in a period of 2 years, during which the core and elective courses are offered by the Institute.
- The course offered to the students may be a 3 credit, 0.5 credit, 1 credit or non credit course. The Institute uses the concept of credit to define the weightage of a course in the curriculum. Courses are listed as 3, or 1.5 credits course depending on the enlisted workload for each course. The generally accepted norm is that, a three (3) credit involves about 30 hours of class work, Two (2) credit 20 hours, 1.5 credit course involves about 15 hours and one (1) credit course involves about 10 hours of class work.
- Trimester-wise Credit Breakup: PGDM Programme consists of total one hundred twenty three (123) credits. Out of this, one hundred seventeen (117) credits are devoted to courses, Six (6) credits to summer training project. Business Intelligence Lab is a non credit, course. Term-wise distribution of credit points is as follows:

Trimester	No. of Courses	No. of Credits	Class Hours
I	08 (including one Minor project of 1 credit)	22	220
II	9 (including one Minor project of 1 credit and two course of 1.5 credits each)	22	220
III	09 (including one Minor project of 1 credit)	25	260
IV	08	24	240
V	06 (including two courses of 1.5 credits each)	15	150
VI	04 (including two courses of 1.5 credits each)	09	90
Summer Training Project (IV trimester)	-	06	60
Total		123	1240

TRIMESTER WISE COURSE STRUCTURE

Course Code	Subject Title	Credit	Teaching Hours
Trimester : 1			
1.1	Organisational Behaviour – I	3	30
1.2	Marketing Management – I	3	30
1.3	Quantitative Techniques for Management	3	30
1.4	Financial Accounting for Managers	3	30
1.5	Information Systems & Cyber Security	3	30
1.6	Business Communication	3	30
1.7	Managerial Economics	3	30

	Minor project	1	
	BI Lab	Non	10
	Statistical Functions	Credit	
	Total course credits of Trimester 1	22	220
Trimester: 2			
2.1	Organisational Structure, Design & Change	3	30
2.2	Marketing Management –II	3	30
2.3	Production & Operations Management	3	30
2.4	Management Accounting*	1.5	15
2.5	Financial Management- I*	1.5	15
2.6	Legal Aspects of Business	3	30
2.7	Human Resource Management	3	30
2.8	Personality Reengineering Programme	3	30
	Minor Project	1	
	BI Lab	Non	10
	Basic Financial Function	Credit	
	Total course credits of Trimester 2	22	220
Trimester : 3			
3.1	Operations Research	3	30
3.2	Business Decision Modeling	3	30
3.3	Financial Management – II	3	30
3.4	Business Research Methods	3	30
3.5	Personality Reengineering Programme	3	30
3.6	Minor project	1	
	BI Lab (Workshop)	Non	10
	SPSS	Credit	10
	Advance financial functions		
Trimester III : 03 Elective Courses			
	Elective I	3	30
	Elective II	3	30
	Elective III	3	30
	Total course credits of Trimester 3	25	260
Trimester : 4			
4.1	Strategic Management	3	30
4.2	Supply Chain Management	3	30
4.3	E-Business	3	30
4.4	Personality Reengineering Programme	3	30
Trimester IV : 04 Elective courses			
	Elective IV	3	30
	Elective V	3	30
	Elective VI	3	30
	Elective VII	3	30
	Total course credits of Trimester 4	24	240

Trimester : 5			
5.1	Innovation & Technology Management*	1.5	15
5.2	Entrepreneurship Development *	1.5	15
5.3	Personality Reengineering Programme	3	30
	Trimester V : 03 Elective courses		
	Elective VIII	3	30
	Elective IX	3	30
	Elective X	3	30
	Total course credits of Trimester 5	15	150
Trimester : 6			
6.1	Corporate Governance & Business Ethics*	1.5	15
6.2	Environment Studies*	1.5	15
	Trimester VI : 02 Elective courses		
	Elective XI	3	30
	Elective XII	3	30
	Total course credits of Trimester 6	9	90
	Total Course Credit in First Year	72	730
	Total Course Credit in Second Year	48	480
	Summer Internship Project	6	60
	Total for Entire Programme	123	1240

Area wise List of Electives

Functional Area: Marketing Management

III Term/ Course Code	Title of the course
MM 3.1	Sales & Distribution Management
MM 3.2	Consumer Behaviour
IV	Title of the course
MM 4.1	Brand Management
MM 4.2	Services Marketing
MM 4.3	B 2B Marketing
MM 4.4	Social & Digital Media Marketing
MM 4.5	Marketing research & introduction to marketing analytics
V	Title of the course
MM 5.1	Integrated Marketing Communications
MM 5.2	Retail Management
MM 5.3	International Marketing
MM 5.4	Marketing Analytics
MM 5.5	Customer Relationship Management
VI	Title of the course
MM 6.1	Rural Marketing

MM 6.2	Strategic Pricing
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Functional Area: Human Resource Management

III/ Course Code	Title of the course
HRM 3.1	Talent Management
HRM 3.2	Learning & Development
IV	Title of the course
HRM 4.1	Employee Relations & Labour Law
HRM 4.2	Performance Management
HRM 4.3	Competency Leadership Framework
HRM 4.4	Learning Organisation & Knowledge Management
HRM 4.5	Creating and Managing Virtual Organizations
V	Title of the course
HRM 5.1	Emotional Intelligence & Leadership
HRM 5.2	Organizational Change & Development
HRM 5.3	Cross-cultural Management and IHRM
HRM 5.4	Compensation Structure & Design
HRM 5.5	HR Analytics
HRM 5.6	HR Branding
VI	Title of the course
HRM 6.1	Strategic HRM
HRM 6.2	Managerial Counseling and Negotiation
HRM 6.3	Indian Philosophy & Organisational Excellence

Functional Area: Finance

III/ Course Code	Title of the course
FM 3.1	Management of financial services
FM 3.2	Financial Statement Analysis
FM 3.3	Insurance & Risk Management
IV	Title of the course
FM 4.1	Financial Modeling
FM 4.2	Security Analysis & Portfolio Management
FM 4.3	Mergers, Acquisitions and Corporate Restructuring
FM 4.4	Bank Management
FM 4.5	Venture Capital & Private Equity
V	Title of the course
FM 5.1	International Financial Management
FM 5.2	Financial Derivatives
FM 5.3	Project Appraisal and Finance
FM 5.4	Investment Banking

FM 5.5	Fixed Income Securities
VI	Title of the course
FM 6.1	Corporate Taxation
FM 6.2	Personal Wealth Management & Behavioural Finance

Functional Area: International Business

III/ Course Code	Title of the course
IB 3.1	India's Foreign Trade
IB 3.2	Geo-political Environment of Business

IV	Title of the course
IB 4.1	International Trade Procedures & Documentation
IB 4.2	Cross Cultural Management
IB 4.3	International Trade Theories & Practices
IB 4.5	Institutional Framework for International Trading
V	Title of the course
IB 5.1	International Financial Management
IB 5.2	International Marketing
IB 5.3	International Business strategy
IB 5.4	International Supply Chain and Logistics
VI	Title of the course
IB 6.1	International Trading under WTO
IB 6.2	International Marketing Research

Functional Area: Information Technology

III/ Course Code	Title of the course
IT 3.1	Data Visualization through Tableau
IT 3.2	IT Infrastructure Management
IT 3.3	Business Intelligence & Data Modeling
IV	Title of the course
IT 4.1	Business System Using Python
IT 4.2	Strategic Management of IT
IT 4.3	System Analysis and Design
IT 4.4	Information Risk Management
V	Title of the course
IT 5.1	Business Transformation using AI
IT 5.2	Data Analytics for Managers through R
IT 5.3	Managing IT Enabled Services
VI	Title of the course
IT 6.1	Enterprise Resource Planning

IT 6.2	Cloud Computing for Managers
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Functional Area: Operation Management

III/ Course Code	Title of the course
OM 3.1	Logistics Management
OM 3.2	Project Management
OM 3.3	Material Management
IV	Title of the course
OM 4.1	Predictive Modeling
OM 4.2	Procurement & Vendor Management
OM 4.3	Quality Management & Six Sigma
OM 4.4	Production Planning & Control
V	Title of the course
OM 5.1	Service Operations Management
OM 5.2	Data Analytics for Managers through R
OM 5.3	Process Management & consultancy
VI	Title of the course
OM 6.1	Operations Strategy
OM 6.2	Enterprise Resource Planning