



AUDYOGIC SHIKSHAN MANDAL's

IIBR

Approved by AICTE, Govt. of India

POST GRADUATE DIPLOMA IN MANAGEMENT

PGDM

SYLLABUS

Batch 2024-2026

TRIMESTER-I to VI

LIST OF SUBJECTS

TRIMESTER 1		
S. NO.	CODE	SUBJECT NAME
1	101	ESSENTIALS OF BUSINESS MANAGEMENT
2	102	QUANTITATIVE TECHNIQUE
3	103	ECONOMICS FOR MANAGERS
4	104	BASICS OF MARKETING
5	105	MANAGERIAL ACCOUNTING
6	106	MANAGEMENT INFORMATION SYSTEM
		ADVANCE EXCEL (Certification)
		BUSINESS COMMUNICATION (Training)

Trimester - 2

S. No.	Code	Subject Name
1	201	Human Resource Management
2	202	Organisational Behaviour
3	203	International Business Environment
4	204	Financial Management
		Business Analytics
5	205BA	Introduction To Business Analytics & Data Science
		International Finance
7	205IF	Security Analysis and Portfolio Management (SAPM)
		Marketing Management
8	205MKT	Product & Brand Management
		Human Resource Management
9	205HR	Industrial Relations
		Pharmacy Management
10	205PH	Essentials of Pharma & Healthcare Management
		Fintech
11	205 FT	Introduction to Fintech
		Logistics & Supply Chain Management
12	205 SCM	Introduction to Operations & Supply Chain Management
		Hospitality Management

13	205HM	Fundamentals of Hospitality Management
		Value Added Course

TRIMESTER 3		
S. NO.	CODE	SUBJECT NAME
		BUSINESS ANALYTICS
1	301ET	Big Data
2	302ET	Machine Learning
3	303ET	Cloud Computing
		INTERNATIONAL FINANCE
7	301IF	Corporate Finance
8	302IF	International Finance
9	303IF	Financial Institutions: Banking & Financial Services
		MARKETING MANAGEMENT
10	301MKT	Sales & Distribution Management
11	302MKT	Service Marketing
12	303MKT	Social Media & Digital Marketing
		HUMAN RESOURCE MANAGEMENT
13	301HR	Performance Management System
14	302HR	Human Resource Account and Audit
15	303HR	Labour Laws
		PHARMACY MANAGEMENT
16	301PH	Healthcare Management
17	302 PH	HRM in Pharma & Healthcare Management
18	303 PH	Legal Aspects of Healthcare
		FINTECH
19	301FT	Financial Markets & Banking Operations

20	302 FT	Basics of R Programming in Fintech
21	303 FT	Digital Banking
		SUPPLY CHAIN MANAGEMENT
22	301SCM	Import & Export Management
23	302 SCM	Procurement, Storage & Warehouse Management
24	303 SCM	International Trade Documentation & Procedure
		HOSPITALITY MANAGEMENT
25	301HM	Front Office
26	302 HM	Food Production
27	303 HM	Housekeeping & Laundry Operations
		Value Added Courses
28		Certification: AWS Academy
29		Certification: Financial Modelling

TRIMESTER 4		
S. NO.	CODE	SUBJECT NAME
1	401	Research Methodology
2	402	Entrepreneurship Development
		BUSINESS ANALYTICS
3	403BA	RDBMS & SQL
4	404BA	Cyber Security
		INTERNATIONAL FINANCE
7	403IF	Strategic Financial Management
8	404IF	Audit and Taxation
		MARKETING MANAGEMENT

9	403MKT	Marketing Analytics
10	404MKT	Logistics & Supply Chain Management
		HUMAN RESOURCE MANAGEMENT
11	403HR	HR Analytics
12	404HR	HR Compensation and Benefits
		PHARMACY MANAGEMENT
13	403PH	Pharmaceutical Advertising & Sales Promotion Management
14	404PH	IPR in Pharma
		FINTECH
15	403FT	Fundamental & Technical Analysis
16	404FT	Business Valuation
		SUPPLY CHAIN MANAGEMENT
17	403SCM	Distribution Management & Port Management
18	404SCM	Port & Airport Management for Logistics
		HOSPITALITY MANAGEMENT
19	403HM	Food & Beverages Services
20	404HM	Safety & first Aid
		Value Added Course

TRIMESTER 5		
S. NO.	CODE	SUBJECT NAME
1	501	Strategic Management

2	502	Business Law
3	503	Corporate Governance
4	504	Operations Management
TRIMESTER 6		
S. NO.	CODE	SUBJECT NAME
1	601	Sustainable Development
7 2	505IF 602	Derivatives, Mergers and Acquisitions Business Ethics
3	603	Corporate Governance
8 4	505MKT 604	Customer Relationship Management SIP Project
5 9	605 505HR	Organizational Change Management & Organizational
		EMERGING TECHNOLOGIES and INFORMATION TECHNOLOGY
6 10	606ET 505PH	MS Power BI
		INTERNATIONAL FINANCE
11	606IFT	Budgeting and variance analysis using spreadsheet
		MARKETING
12 8	505SCM 606 MKT	Marketing Research (only for MKT and HR)
		HOSPITALITY MANAGEMENT
13	505HM	Food Science & Nutrition
		Value Added Course

Extra Credits

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|--------------------------------|----------|
| 1) CSR Activities | 1 Credit |
| 2) Co- Curricular Activities | 1 Credit |
| 3) Extra-Curricular Activities | 1 Credit |

Grading:

- | | |
|------------------|---|
| Initiative Taken | A |
| Participated | B |

- | | |
|---------------------------|-----------------|
| 1) CSR Activities: | 1 Credit |
| a. Rotaract Club | |
| b. CSR Club | |

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| 2) Co- Curricular Activities: | 1 Credit |
| a. INCON | |
| b. ISODC | |
| c. Seminars/Webinars | |
| d. YI Club | |
| e. Toastmasters Club | |
| f. Investment Club | |

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| 3) Extra-Curricular Activities | 1 Credit |
| a. Sports Club | |
| b. Dance Club | |
| c. INSIGNIA | |
| d. Cultural events | |