

**COURSE STRUCTURE
POST GRADUATE DIPLOMA IN MANAGEMENT (BUSINESS MANAGEMENT)**

CIS- Course of Independent Study.

| DUAL SPECIALISATION- ELECTIVES | | |
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| ELECTIVE : FINANCE | | |
| Sl. No | Name of the Course | Credits |
| IV term | Investment Analysis and Portfolio Management | 3 |
| IV term | Financial Systems & Services | 3 |
| IV term | Project Appraisal and Finance | 3 |
| V term | Financial Risk Management | 3 |
| V term | International Finance | 3 |
| V term | Financial Derivatives | 3 |
| ELECTIVE: MARKETING | | |
| Sl. No | Name of the Course | Credits |
| IV term | Product and Brand Management | 3 |
| IV term | Advertising and sales promotion | 3 |
| IV term | International Marketing | 3 |
| V term | Consumer Behaviour | 3 |
| V term | Services Marketing | 3 |
| V term | Retail Management | 3 |
| ELECTIVE : HUMAN RESOURCE MANAGEMENT | | |
| Sl. No | Name of the Course | Credits |
| IV term | Organization Development | 3 |
| IV term | Employee relations | 3 |
| IV term | Leadership and Change management | 3 |
| V term | Performance Management Systems | 3 |
| V term | Cross cultural management | 3 |
| V term | Compensation and Benefits Management | 3 |
| ELECTIVE: OPERATIONS | | |
| Sl. No | Name of the Course | Credits |
| IV term | Materials Management | 3 |
| IV term | Sourcing management | 3 |
| IV term | Supply Chain and Logistics Management | 3 |
| V term | Total Quality Management | 3 |
| V term | Sales and Operations Planning | 3 |
| V term | Production planning and control | 3 |
| ELECTIVE: BUSINESS ANALYTICS | | |
| Sl. No | Name of the Course | Credits |
| IV term | Data Visualisation | 3 |
| IV term | Planning Analytics | 3 |
| V term | Predictive Modelling | 3 |
| V term | Data Science Advanced | 3 |

| SECTORAL SPECIALIZATION | | |
|---|----------------------------------|----------------|
| BANKING AND INSURANCE MANAGEMENT | | |
| Sl. No | Name of the Course | Credits |
| PGDM407 | Banking operations | 3 |
| PGDM507 | Insurance Management | 3 |
| EVENT MANAGEMENT | | |
| Sl. No | Name of the Course | Credits |
| PGDM407 | Event management - I | 3 |
| PGDM507 | Event management - II | 3 |
| SOCIAL MEDIA | | |
| Sl. No | Name of the Course | Credits |
| PGDM407 | Digital Marketing | 3 |
| PGDM507 | Social Media Marketing | 3 |
| TOURISM AND HOSPITALITY MANAGEMENT | | |
| Sl. No | Name of the Course | Credits |
| PGDM407 | Tourism Concepts & Impacts | 3 |
| PGDM507 | Hospitality & Tourism Management | 3 |
| AGRI BUSINESS MANAGEMENT | | |
| Sl. No | Name of the Course | Credits |
| PGDM407 | Agri Business Management | 3 |
| PGDM507 | Rural Management | 3 |