

SCHEME OF EXAMINATION

&

DETAILED SYLLABUS

For

**POST GRADUATE DIPLOMA IN MANAGEMENT
(P.G.D.M.)**

2021-23

GURU NANAK INSTITUTE OF MANAGEMENT

ROAD NO. 75, PUNJABI BAGH(W), NEW DELHI

**(Approved by AICTE, Ministry of HRD, Govt. of
India)**

Programme Objectives of PGDM programme

The PGDM Programme seeks to develop students into leaders ready to tackle the challenges of today's global business environment. This is accomplished through the following learning goals and objectives:

1. Apply best Practices to solve managerial issues.
2. Develop effective management techniques for cross-cultural business.
3. Demonstrate and apply appropriate management science and statistical tools to analyze business conditions.
4. Construct and communicate a logical, relevant, and professional qualitative assessment of business information in an effective manner.
5. Integrate theory and practices to perform strategic analysis.
6. Identify and analyse business ethical responsibilities.
7. Implement leadership and team building skills.
8. Evaluate business environment and opportunities and devise strategies for responding effectively to problems, threats, and opportunities.

PGDM Programme Structure

- PGDM course structure comprises two parts i.e., a compulsory set of courses covering all foundation areas in management and a set of elective courses that aims at building job-specific skills and knowledge.
- PGDM syllabus is divided into 4 semesters.
- PGDM Syllabus is designed according to the Industry standards and norms.
- PGDM Syllabus covers practical based approaches more.

About PGDM Syllabus

- PGDM syllabus is similar for all the B schools and it covers a wide variety of topics to assist students on business essentials.
- PGDM syllabus is also curated for different PGDM specializations like PGDM Finance, PGDM HR, PGDM Marketing, PGDM IT

FIRST SEMESTER

Code No.	Paper Name	L	Credits
101	Management Concepts and practice	4	4
102	Quantitative Techniques in Management	4	4
103	Managerial Economics	4	4
104	Accounting for Managers	4	4
105	Marketing Management	4	4
106	Organisational Behaviour	4	4
107	Personal & Professional Skills Program (Managerial Communication)	4	4
108	Computer Applications For Managers	4	4

SECOND SEMESTER

Code No.	Paper Name	L	Credits
201	Human Resource Management	4	4
202	Business and Corporate law	4	4
203	Business environment	4	4
204	Financial Management	4	4
205	Production & Operations Management	4	4
206	Consumer Behavior and Marketing Research	4	4
207	Operation Research	4	4
208	Management Information System	4	4

THIRD SEMESTER

Code No.	Paper Name	L	Credits
301	Strategic Management	4	4
302	International Business Environment	4	4
303	Summer Training	-	4

MAJOR SPECIALIZATION: MARKETING

Code No.	Paper Name	L	Credits
EM-01	Advertising & Digital Marketing	4	4
EM-02	International Marketing	4	4
EM-03	Marketing of Services	4	4
EM-04	Sales and Distribution	4	4

MAJOR SPECIALIZATION: FINANCE

Code No.	Paper Name	L	Credits
EF-01	Merger, Acquisition and Corporate Restructuring	4	4
EF-02	Derivatives and Risk Management	4	4
EF-03	Security Analysis & Portfolio Management	4	4
EF-04	Banking and Financial Market	4	4
Elective	Financial Econometrics	4	4

MAJOR SPECIALIZATION: HUMAN RESOURCES

Code No.	Paper Name	L	Credits
EH-01	Labor laws & Industrial Safety	4	4
EH-02	Human Resource Information System	4	4
EH-03	Compensation & Reward Management	4	4
EH-04	Global Human Resource & Management	4	4

MAJOR SPECIALISATIONS: PROJECT MANAGEMENT

Code No.	Paper Name	L	Credits
EP-01	Project support system	4	4
EP-02	Project risk management	4	4
EP-03	Project Planning and Analysis	4	4
EP-04	Project formulation and appraisal	4	4

MAJOR SPECIALIZATION:

IT Specialisation

Code No.	Paper Name	L	Credits
IT 01	Software Project Management		
IT 02	Cyber Security and Cyber Laws	4	4
IT 03	Advance Excel	4	4
IT 04	E-Commerce	4	4

MAJOR SPECIALIZATION:**Supply Chain Management**

Code No.	Paper Name	L	Credits
ESCM-01	Logistics Management	4	4
ESCM-02	Supply Chain Management	4	4
ESCM-03	Inventory Management	4	4
ESCM-04	Managing Material Flow in Supply Chains	4	4

MAJOR SPECIALIZATION**INTERNATIONAL BUSINESS**

Code No.	Paper Name	L	Credits
EIB- 01	International Advertising and Brand Management	4	4
EIB- 02	International BusinessNegotiations	4	4
EIB-03	Export-Import-Policies, Procedure and documentation	4	4
EIB-04	International Financial Management	4	4

MINOR SPECIALISATIONS

MINOR SPECIALIZATION: MARKETING

Code No.	Paper Name	L	Credits
EM-03	Marketing of Services	4	4
EM-04	Sales and Distribution	4	4

MINOR SPECIALIZATION: FINANCE

Code No.	Paper Name	L	Credits
EF-03	Security Analysis & Portfolio Management	4	4
EF-04	Banking and Financial Market	4	4

MINOR SPECIALIZATION: HUMAN RESOURCES

Code No.	Paper Name	L	Credits
EH-03	Compensation & Reward Management	4	4
EH-04	Global Human Resource & Management	4	4

MINOR SPECIALIZATION: INTERNATIONAL BUSINESS

Code No.	Paper Name	L	Credits
EIB-03	Export-Import-Policies, Procedure and documentation	4	4
EIB-04	International Financial Management	4	4

MINOR SPECIALIZATION: SUPPLY CHAIN MANAGEMENT

Code No.	Paper Name	L	Credits
ELS-03	Inventory Management	4	4
ELS-04	Managing Material Flow in Supply Chains	4	4

MINOR SPECIALIZATION: INFORMATION TECHNOLOGY

Code No.	Paper Name	L	Credits
EIT-03	Advance Excel & Access	4	4

EIT-04	E-Commerce	4	4
---------------	-------------------	----------	----------

MINOR SPECIALIZATION: PROJECT MANAGEMENT

Code No.	Paper Name	L	Credits
EP-03	Project Planning and Analysis	4	4
EP-04	Project formulation and appraisal	4	4

FOURTH SEMESTER

Code No.	Paper Name	L	Credits
401	Business Ethics and Corporate Governance	4	4
402	Entrepreneurship Development and Project Management	4	4
403	Final Project	-	10

MAJOR SPECIALIZATION: MARKETING

Code No.	Paper Name	L	Credits
EM-05	Brand Management	4	4
EM-06	Retail & E-tailing Management	4	4

MAJOR SPECIALIZATION: FINANCE

Code No.	Paper Name	L	Credits
Ef-05	Income Tax & Corporate Tax Planning	4	4
EF-06	International Financial Management	4	4
Elective(EF-05)	FinTech	4	4

MAJOR SPECIALIZATION: HUMAN RESOURCE

Code No.	Paper Name	L	Credits
EH-05	Strategic Human Resource Management	4	4
EH-06	Management of Industrial Relations	4	4

**MAJOR SPECIALIZATION
INTERNATIONAL BUSINESS**

Fourth Semester			
Code No.	Paper Name	L	Credits
EIB-05	International Human Resource management	4	4
EIB-06	International Economics	4	4

MAJOR SPECIALIZATION: PROJECT MANAGEMENT

Code No.	Paper Name	L	Credits
EP-05	Project Exports	4	4
EP-06	Project Contracting and Clearance	4	4

MAJOR SPECIALIZATION:**IT Specialisation**

Code No.	Paper Name	L	Credits
IT 05	Database Management System	4	4
IT 06	Computer Network	4	4

MAJOR SPECIALIZATION:**Supply Chain management**

Code No.	Paper Name	L	Credits
ESCM-05	Purchasing and Supplier Relationship Management	4	4
ESCM-06	Supply chain Cordination	4	4