

SCHEME OF EXAMINATION

&

DETAILED SYLLABUS

For

***POST GRADUATE CERTIFICATE IN MANAGEMENT
(P.G.C.M.)***

2022-23

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 PGCM 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 analyze 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.

PGCM Course- Introduction

The PGCM programme offers a structured and compact module on Business Administration. The curriculum encompasses various aspects of management relevant for the professionals. The programme covers fundamentals in General Management, Finance, HR, Operations and Marketing Management. This programme is designed to enhance the managerial capabilities of participants, resulting in continuous value addition at their workplace. It encourages to apply contemporary management business knowledge and perspectives in an interdisciplinary manner. The use of real-life case-lets helps the participants to develop skills necessary to manage real life situations.

Programme Eligibility

Bachelor's Degree in any discipline from any recognized University or equivalent degree recognized by Association of Indian Universities (AIU).

Programme Structure

The PGCM is covered in two Semesters. The Programme is of total forty four (44) credits. It includes Three (3) non-credit Foundation Courses, Ten (10) Core Courses with a total of forty (40) credits and one Comprehensive Viva Voce of four (4) credits.

The student will learn concepts in all the key areas of management.

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CURRICULUM

FIRST SEMESTER

Paper Code	Course Name	Credit
PGCM 101	MANAGEMENT PROCESSES AND ORGANISATIONAL BEHAVIOUR(A.D)	4
PGCM 102	Accounting for Managers (M.S)	4
PGCM 103	Marketing Management (S.G)	4
PGCM 104	Financial Modeling with Excel (S.J)	4
PGCM 105	Principles of Economics (P.K)	4
PGCM 111	Project 1	2

SECOND SEMESTER

Paper code	Paper Name	Credit
PGCM 106	Cross Cultural and Global Human Resource Management (A.D)	4
PGCM 107	Data Analytics & Statistics (S.J)	4
PGCM 108	Supply Chain Management (P.K)	4
PGCM 109	Digital Marketing (R.K)	4
PGCM 110	Human Values in Ethics (M.K)	4
PGCM 112	Project 2	2

Total Programme Credits: 44 Credits.