

# ***SCHEME OF EXAMINATION***

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## ***SYLLABUS***

***for***

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

***2019-21***

***GURU NANAK INSTITUTE OF MANAGEMENT***

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

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

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## FIRST SEMESTER

Code No.	Paper Name	L	Credits
101	Management Concepts and Practices	4	4
102	Quantitative Techniques	4	4
103	Managerial Economics	4	4
104	Accounting for Managers	4	4
105	Marketing Management	4	4
106	Organizational Behavior	4	4
107	Business Communication	4	4
108	Computer Applications	4	4

## SECOND SEMESTER

Code No.	Paper Name	L	Credits
201	Human Resource Management	4	4
202	Legal Environment of Business	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 & Marketing Communication	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 Insurance	4	4

## **MAJOR SPECIALIZATION: HUMAN RESOURCES**

<b>Code No.</b>	<b>Paper Name</b>	<b>L</b>	<b>Credits</b>
<b>EH-01</b>	<b>Labor laws &amp; Industrial Safety</b>	<b>4</b>	<b>4</b>
<b>EH-02</b>	<b>Training &amp; Development</b>	<b>4</b>	<b>4</b>
<b>EH-03</b>	<b>Compensation &amp; Reward Management</b>	<b>4</b>	<b>4</b>
<b>EH-04</b>	<b>Global Human Resource &amp; Management</b>	<b>4</b>	<b>4</b>

## **MAJOR SPECIALISATIONS: PROJECT MANAGEMENT**

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

## **MINOR SPECIALISATIONS**

### **MINOR SPECIALIZATION: MARKETING**

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

### **MINOR SPECIALIZATION: FINANCE**

<b>Code No.</b>	<b>Paper Name</b>	<b>L</b>	<b>Credits</b>
<b>EF-03</b>	<b>Security Analysis &amp; Portfolio Management</b>	<b>4</b>	<b>4</b>
<b>EF-04</b>	<b>Banking and Insurance</b>	<b>4</b>	<b>4</b>

### **MINOR SPECIALIZATION: HUMAN RESOURCES**

<b>Code No.</b>	<b>Paper Name</b>	<b>L</b>	<b>Credits</b>
<b>EH-03</b>	<b>Compensation &amp; Reward Management</b>	<b>4</b>	<b>4</b>
<b>EH-04</b>	<b>Global Human Resource &amp; Management</b>	<b>4</b>	<b>4</b>

### **MINOR SPECIALIZATION: INTERNATIONAL BUSINESS**

<b>Code No.</b>	<b>Paper Name</b>	<b>L</b>	<b>Credits</b>
<b>EIB-01</b>	<b>International Trade &amp; Policy Framework</b>	<b>4</b>	<b>4</b>
<b>EIB-02</b>	<b>International Trade, Practices, Procedures &amp; Documentation</b>	<b>4</b>	<b>4</b>

### **MINOR SPECIALIZATION: LOGISTICS & SUPPLY CHAIN MANAGEMENT**

<b>Code No.</b>	<b>Paper Name</b>	<b>L</b>	<b>Credits</b>
<b>ELS-01</b>	<b>Logistics Management</b>	<b>4</b>	<b>4</b>
<b>ELS-02</b>	<b>Supply Chain Management</b>	<b>4</b>	<b>4</b>

### **MINOR SPECIALIZATION: INFORMATION TECHNOLOGY**

<b>Code No.</b>	<b>Paper Name</b>	<b>L</b>	<b>Credits</b>
<b>EIT-01</b>	<b>Advance Excel &amp; Access</b>	<b>4</b>	<b>4</b>
<b>EIT-02</b>	<b>E-Commerce</b>	<b>4</b>	<b>4</b>

## MINOR SPECIALIZATION: PROJECT MANAGEMENT

Code No.	Paper Name	L	Credits
EP-01	Project Planning and Analysis	4	4
EP-02	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 Management	4	4

## MAJOR SPECIALIZATION: FINANCE

Code No.	Paper Name	L	Credits
Ef-05	Corporate Tax Planning	4	4
EF-06	International Financial Management	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: PROJECT MANAGEMENT

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

\*No Minor subject in semester fourth\*