



PGDM

Post Graduate Diploma in Management
Two Year Full Time Programme

Approved by AICTE, New Delhi

Eligibility

A recognized Bachelors Degree in any discipline with minimum 50% marks in aggregate.

Entrance Tests: MAT / CAT / ATMA

Selection Process

Selection to the programme is based on CAT / MAT Scores, Group Discussion and Personal Interview. Weightage will be given to those who have industrial experience.

Course Curriculum

SEMESTER 1

- Management Concepts and Organizational Behaviour
- Business Statistics
- Managerial Economics
- Management Accounting
- Communications
- Manager in Society – Caring
- Value Addition Course 1: General
- Value Addition Course 2: General

SEMESTER 3

- Indian Ethos and Values
- Major Elective 1
- Major Elective 2
- Major Elective 3
- Value Addition Course 5: General
- Value Addition Course 6: General
- Manager in Society – Giving
- Summer Internship

MAJOR ELECTIVE

FINANCE ■ Investment management ■ Strategic Finance ■ Project Appraisal and Finance ■ Working Capital management ■ Financial Institutions and Markets **MARKETING** ■ Retail and Service Management ■ Brand Management ■ Integrated Marketing Communications ■ Consumer behavior ■ Sales Force management **HUMAN RESOURCE MANAGEMENT** ■ Organization Development ■ Leadership and Change Management ■ Human Resource Development ■ Performance Management ■ International Human Resource Management **PRODUCTION** ■ Total Quality Management ■ Operations Modeling and Simulation ■ Supply Chain Management ■ Project Management ■ Management of R&D and Innovation **VALUE ADDITION COURSE: GENERAL** ■ Presentation Skills ■ Reading and Interpreting Accounts Statement ■ Developing a Business Plan ■ Photography ■ Theatre ■ Negotiation Skills ■ Legal Environment of Business ■ First Aid Certification ■ Artisan Product management

VALUE ADDITION COURSE: SPECIALTY STREAM

FINANCE ■ Derivatives Management Hedging Strategies ■ Financial Modeling ■ Mutual Fund Management Operations and Governance **MARKETING** ■ Social Marketing Project ■ Desktop Publishing ■ Experiential Marketing **PRODUCTION** ■ Total Quality Management ■ ERP ■ Six Sigma

SEMESTER 2

- Human Resource Management
- Financial Management
- Marketing Management
- Research Methods
- Production and Operations Management
- Manager in Society – Sharing
- Value Addition Course 3: General
- Value Addition Course 4: General

SEMESTER 4

- Corporate Strategy
- Major Elective 4
- Major Elective 5
- Value Addition Course 7: Specialty Stream
- Value Addition Course 8: Specialty Stream
- Manager in Society – Leading
- Literature Based Project Work

PSG PGDM Advantage

The goal of our PGDM Programme is to empower you with knowledge and skills through all round development of your body, mind and soul. The entire infrastructure at the campus is designed to help you achieve this across a hectic two year education plan. You also get access to an excellent library and a management laboratory with a state-of-the-art computer centre & Trading Lab. Our alumni hold important positions in top corporates all over the world.

Industry Visits

You will visit many industries as an integral part of management studies. This glimpse of the industry gives you practical exposure in real time, and helps to understand management operations to a great extent. You also get an opportunity to interact with the executives of the companies and receive practical inputs.

MOU with Harvard Publishing

We have an MOU with Harvard Publishing to use all Harvard cases for teaching. This enables the students to work on cutting-edge management topics and to apply theories in real world scenarios.