

POST GRADUATE DIPLOMA IN MANAGEMENT

Overview

The PGDM curriculum of IMS Ghaziabad has been developed after continuous review by the corporate fraternity in partnership with our Recruiters, Academic Advisory Council Members, Alumni based on the feedback received from various stakeholders. The focus is largely based on the National Education Policy 2020 of the Ministry of Education, Govt. of India aiming for high thought progression, critical examination, and problem-solving skills leading to employability encompassing values.

The PGDM Programme offers Dual Specialisation enabling students to choose two areas of specialization viz Marketing, Finance, Human Resource (HR), Operations and Data Analytics. The Institute correspondingly stresses upon certain highly skill-oriented Value-Added Certification Programmes (VA-CPs) and Value-Added Short-Term Training Programs (VA-STTPs) to enhance Corporate Readiness via Skill Enhancement & Corporate Readiness Courses (SECR).

The course spreads over two years, bifurcated into Six Trimesters (Term) of twelve weeks each. The first Three Terms (I Year) are devoted to foundation courses, exhaustively covering core areas of management with a mandatory six-eight week's Summer Internship for corporate exposure. The last Three Terms (II Year) offer a bouquet of elective areas viz Marketing, Finance, HR, Operations, and Data Analytics, of which two electives' areas are chosen as part of dual specialization.

Further, rigorous academic inputs are provided through both core and elective courses. Core courses are compulsory for all students and comprise more than 50 percent of the entire curriculum. The core courses aim to inculcate fundamental contextual understanding, conceptual-based knowledge, analytical skills and techniques, environmental cognizance with overall perspective, which serves as the foundation of the programme. Elective courses, offered from Term-IV onwards, provide students a profound understanding of various functional areas, enabling them to specialize in areas of their choice.

With its internationally acclaimed faculty and teaching pedagogy, the Institute follows a tripartite philosophy comprising of Academic Excellence, Global Collaborations and Corporate Readiness & Employability Skills. The curriculum is constantly updated to meet the dynamic needs of industry and academia with a strong focus on outcome-oriented teaching pedagogy based on the top ladders of Bloom's Taxonomy. This provides an opportunity to continuously engage in innovating curricula by envisaging current and emerging challenges and opportunities in the business environment.

Credit System

The concept of credit is used to compute the workload of a course. As per norms, a three-credit course requires a commitment of about 30 hours (usually 20 sessions of 90 minutes each) from the students for classroom teaching and the experiential learning activities to be utilized for group activities as well as assignments.

CORE COURSES

S. N.	Code	Name of the Course	Credits
		TERM-I	
1	BM-1101	Organizational Behaviour-I	3
2	BM-1102	Marketing Management	3
3	BM-1103	Financial Reporting & Analysis	3
4	BM-1104	Statistics for Business Decision Making	3
5	BM-1105	Managerial Economics	3
6	BM-1106	Management of IT & Data Visualization	3
7	BM-1107	Managerial Communication	3
		Total	21
		TERM-II	
8	BM-1201	Organizational Behaviour-II	3

9	BM-1202	Strategic Marketing	3
10	BM-1203	Financial Management	3
11	BM-1204	Quantitative Techniques and Optimisation	3
12	BM-1205	Business Environment & Policy	3
		Total	15
		TERM-III	
13	BM-1301	Human Resource Management	3
14	BM-1302	Consumer Behaviour	3
15	BM-1303	Supply Chain Finance	3
16	BM-1304	Legal Aspects of Business	3
17	BM-1305	Research Applications in Business	3
18	BM-1306	Operations Management	3
19	BM-1307	Strategic Management	3
		Total	21
		TERM-IV	
20	BM-2401	Management of Change Innovation and Technology	3
21	BM-2402	Summer Internship Project	12
22	BM-2403	Dissertation (Finalization of Topic and Submission of Synopsis)	2
23		6 Electives (Three each from two areas of specialization) (6*3 Credit each)	18
		Total	35
		TERM-V	
24	BM-2501	Digital Business Transformation	3

25	BM-2502	Dissertation (Progress Reports or Mid Term Review)	4
26		4 Electives (Two each from two areas of specialization) (4*3 Credit each)	12
		Total	19
		TERM-VI	
27	BM-2601	Corporate Governance and Corporate Social Responsibility	3
28	BM-2602	Dissertation (Final Submission & Presentation)	6
		Total	09
		TOTAL: CORE COURSES	120

SKILL ENHANCEMENT & CORPORATE READINESS COURSES (SECR)

The Skill Enhancement & Corporate Readiness (SECR), is a bouquet of certification courses, with the objective of continually improvising on the skill sets of the students towards corporate readiness and employability. The SECR is a unique blend of highly skill-oriented Value-Added Certification Programmes (VA-CPs) and Value-Added Short-Term Training Programs (VA-STTPs) to hone the skills translating to employability and corporate readiness. The Certifications are provided by expert agencies viz. Microsoft, Global Human Resource Development Centre (GHRDC), Micro, Small and Medium Enterprise (MSME), Centre for Monitoring Indian Economy Pvt. Ltd. (CMIE), among others. Personal & Professional Skills Program (PPSP) is Unique Selling Proposition (USP) of IMS Ghaziabad, spread over six Trimesters-Self-Awareness and Management, Emotional Competence and Teamwork, SIP to PPO, Corporate Readiness & Managerial Mind-set, Campus to Corporate and Grooming for On-Boarding. The curriculum is designed with lots of brainstorming with a purpose to groom the students for the corporate settings and sharpening their professional and personal skills.

S.N.	Name of the SECR	Credit
	Term-I	
1	Advanced MS-Office-Certification Agency-Microsoft	2
2	Student Development Program -Certification Agency- Global Human Resource Development Centre (GHRDC)	1

3	Personal & Professional Skills Program (PPSP-I) - Self-Awareness and Management	2
4	Placement Readiness Enhancement Program (PREP)	1
5	Mobile Applications (Apps) Management (MAM)	1
	Total	7
	Term-II	
1	Tally Training	1
2	Digital and Social Media Marketing-Certification Agency-Micro, Small and Medium Enterprise (MSME)	2
3	Placement Readiness Enhancement Program (PREP)	1
4	Personal & Professional Skills Program (PPSP- II)- Emotional Competence and Teamwork	2
5	English Training Program	1
	Total	7
	Term-III	
1	Aptitude Training	1
2	Yellow Belt Six Sigma- Certification Agency-Micro, Small and Medium Enterprise (MSME)	2
3	SPSS Training	1
4	Personal & Professional Skills Programme (PPSP-III) - SIP to PPO	2
5	Placement Readiness Enhancement Program (PREP)	1
6	Research Proposal	1
	Total	8
	Term-IV	
1	English Training Program	1
2	The Super Power Job Seeker Professional-Certification Agency- Micro, Small and Medium Enterprise (MSME)	2

3	Personal & Professional Skills Programme-IV (PPSP-IV)- Corporate Readiness & Managerial Mind-set	2
4	Placement Readiness Enhancement Program (PREP)	1
5	Training Program on CMIE's Prowess-Certification Agency- Centre for Monitoring Indian Economy Pvt. Ltd. (CMIE)	1
6	Entrepreneurial Culture	1
	Total	8
Term-V		
1	Financial Markets Product and Planning/ Sales and Negotiation -Certification Agency- Micro, Small and Medium Enterprise (MSME)	2
2	Placement Readiness Enhancement Program (PREP)	1
3	Personal & Professional Skills Programme (PPSP-V)- Campus to Corporate	2
	Total	5
Term-VI		
1	Personal and Professional Skill Programme (PPSP-VI) - Grooming for On Boarding	2
	TOTAL: SECR CREDITS	37

CONSOLIDATED CREDITS TABLE

Terms	Core Courses	Skill Enhancement & Corporate Readiness Courses (SECR)	Credits
I	21	7	28
II	15	7	22
III	21	8	29
IV	35	8	43
V	19	5	24
VI	9	2	11
Total	120	37	157

List of Specialization Areas and Electives Subjects:

1. Every candidate has to opt for a total of 10 elective subjects, (Five each from the two elective groups). This choice has to be exercised during the third term, before proceeding for Summer Internship.
2. The candidate has to opt for the five subjects from each group in the following combination-3 subjects in Term-IV & 2 subjects in Term-V.
3. The choice once exercised cannot be changed, except in certain convincing situations, with the approval of the Director.
4. The Institute may withdraw/ change some groups/ subjects on administrative grounds.
5. A particular subject/ group will be offered only if the minimum numbers of candidates opting for it are 15% of the batch size or a total of 25 in number, whichever is more.
6. Some courses may figure in more than one group of specializations. The students can opt for such courses only in one group.

MARKETING MANAGEMENT					
S.N	Term	Code No	Subject Name	Credit s	Hour s
1	IV	BM-MK-01	Integrated Marketing Communication	3	30
2		BM-MK-02	Sales & Distribution Management	3	30
3		BM-MK-03	Marketing Analytics & Business Intelligence	3	30
4		BM-MK-04	Digital & Social Media Marketing	3	30
5		BM-MK-05	Marketing of Services	3	30

S.N.	Term	Code No	Subject Name	Credits	Hours
6	V	BM-MK -06	Product & Brand Management	3	30
7		BM-MK-07	Marketing Research	3	30
8		BM-MK -08	Omni-Channel Retailing	3	30
9		BM-MK -09	B2B Marketing	3	30
10		BM-MK -10	Customer Relationship Management	3	30

FINANCIAL MANAGEMENT					
S.N.	Term	Code No	Subject Name	Credits	Hours
1	IV	BM-FM-01	Management of Banks and Financial Institutions	3	30
2		BM-FM-02	Investment Management	3	30
3		BM-FM-03	Corporate Restructuring	3	30
4		BM-FM-04	Financial Modelling and Analytics	3	30
5		BM-FM-05	Fixed Income Securities	3	30
6	V	BM-FM-06	Derivatives & Risk Management	3	30
7		BM-FM-07	Financial Planning & Wealth Management	3	30
8		BM-FM-08	Project Financing and Management	3	30
9		BM-FM-09	Strategic Cost Management	3	30
10		BM-FM-10	Tax Planning and Management	3	30

HUMAN RESOURCE MANAGEMENT					
S.N.	Term	Code No	Subject Name	Credits	Hours
1	IV	BM-HR-01	Talent Acquisition and Management	3	30
2		BM-HR-02	Industrial Relations and Employment Laws	3	30
3		BM-HR-03	Performance Management & Competency Mapping	3	30
4		BM-HR-04	Strategic Human Resource Management	3	30
5		BM-HR-05	Compensation & Reward Management	3	30
6	V	BM-HR-06	Cross Cultural Management	3	30
7		BM-HR-07	Learning & Development	3	30

8		BM-HR-08	Organizational Change & Development	3	30
9		BM-HR-09	Global Human Resource Management	3	30
10		BM-HR-10	HR Analytics	3	30
OPERATIONS MANAGEMENT					
S.N.	Term	Code No	Subject Name	Credits	Hours
1	IV	BM-OP-01	Supply Chain & Logistics Management	3	30
2		BM-OP-02	Total Quality Management	3	30
3		BM-OP-03	Operations Strategy	3	30
4		BM-OP-04	Enterprise Resource Planning	3	30
5		BM-OP-05	Services Operations Management	3	30
OPERATIONS MANAGEMENT					
6	V	BM-OP-06	Project Management	3	30
7		BM-OP-07	Procurement Management	3	30
8		BM-OP-08	Lean Six Sigma	3	30
9		BM-OP-09	Sales Operations Planning	3	30
10		BM-OP-10	Supply Chain Analytics	3	30

DATA ANALYTICS					
S. N.	Term	Code No	Subject Name	Credits	Hours
1	IV	BM-DA-01	Marketing Analytics and Business Intelligence (Compulsory)	3	30
2		BM-DA-02	Predictive Analytics using Python (Compulsory)	3	30

3		BM-DA-03	Data Warehouse and Big Data for Business Intelligence (Compulsory)	3	30
5	V	BM-DA- 04	Web and Social Media Analytics (Compulsory)	3	30
6		BM-DA-05	Big Data and Cloud: AWS and Analytics (Compulsory)	3	30