I.T.S School of Management Mohan Nagar, Ghaziabad
CURRICULUM FOR PGDM (2024-26) BATCH

- The PGDM course aims at providing inputs to the students relevant to the business, industry and trade, so that they can be placed in these sectors and functions, in different organizations. The course not only aims at providing knowledge and skills in different areas of management, but also provides value based inputs necessary for the overall development of the personality of the students

- The course curriculum is spread over six Trimesters in a period of 2 years, during which the core and elective courses are offered by the Institute.

- The course offered to the student may be a 3 credit, 2 credit, 1.5 credit, 1 credit or non-credit course. The Institute uses the concept of credit to define the weightage of a course in the curriculum. Courses are listed as 3, 2, 1.5 or 1 credits course depending on the enlisted workload for each course. The generally accepted norm is that, a three (3) credit involves about 30 hours of class work. 2 credit involves about 20 hours of class work. 1.5 credit course involves about 15 hours and one (1) credit course involves about 10 hours of class work.

- Trimester-wise Credit Breakup: PGDM Programme consists of total one hundred Sixteen (116) credits. Out of this, one hundred seventeen (107) credits are devoted to courses, Six (6) credits to summer training project. Two (2) credit to Minor Project, One(1) credit to Social Immersion Programme, Business Intelligence Lab is a non-credit, course. Term-wise distribution of credit points is as follows:

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TRIMESTER WISE COURSE STRUCTURE

Course Code	Subject Title	Credit	Teaching Hours
Trimester : 1			
1.1	OrganizationalBehavior-I	3	30
1.2	Marketing Management – I	3	30
1.3	Quantitative Techniques for Management	3	30
1.4	Financial Accounting for Managers	3	30
1.5	Information system with Spreadsheet modeling	3	30
1.6	Managerial Communication	3	30
1.7	Managerial Economics	3	30
	Total course credits of Trimester 1	21	210
Trimester: 2			
2.1	Organizational Behavior- II	3	30
2.2	Marketing Management –II	3	30
2.3	Production & Operations Management	3	30
2.4	Management Accounting*	1.5	15
2.5	Corporate Finance -I*	1.5	15
2.6	Human Resource Management	3	30
2.7	Personality Reengineering Programme	3	30
2.8	Legal Aspects of Business	3	30
2.9	Design Thinking	1	10
	Minor Project-1	1	
	Total course credits of Trimester 2	23	220
Trimester : 3			
3.1	Decision Science	3	30
3.2	Introduction to Business Analytics with Python	3	30
3.3	Corporate Finance -II	3	30
3.4	Business Research Methods	3	30
3.5	Personality Reengineering Programme	3	30
3.6	Minor Project -II	1	
3.7	Social Immersion Programme	1	

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3.8	Application of Spreadsheet in Financial Decision Making	1	10
	Trimester III : 03 Elective Courses(Core electives – MANDATORY)		
	Elective I	3	30
	Elective II	3	30
	Elective III	3	30
	Total course credits of Trimester 3	27	250
Trimester : 4			
4.1	Strategic Management	3	30
4.2	Entrepreneurship Development	2	20
4.3	Personality Reengineering Programme	3	30
4.4	Summer Internship Project	6	-
	Trimester IV : 04 Elective courses (Choice-based)		
	Elective IV	3	30
	Elective V	3	30
	Elective VI	3	30
	Elective VII	3	30
	Total course credits of Trimester 4	26	200
Trimester : 5			
5.1	E Business & Cyber Security	1.5	20
5.2	Personality Reengineering Programme	1	10
	Trimester V : 03 Elective courses		
	Elective VIII	3	30
	Elective IX	3	30
	Elective X	3	30
	Total course credits of Trimester 5	11.5	115
Trimester : 6			
6.1	Corporate Governance & Business Ethics*	1.5	15
	Trimester VI : 02 Elective courses(Choice-based)		
	Elective XI	3	30
	Elective XII	3	30
	Total course credits of Trimester 6	7.5	75

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SKILL ENHANCEMENT & CORPORATE READINESS COURSES (SECR)

Sr. No	Name of the Course
Trimester : 1	
1	BI Lab :Statistical Functions
2	Advance Excel for Managers
Trimester: 2	
1	Workshop on Design Thinking
2	Workshop on "Employability Skills"
3	Certification Course : Pearson English Me Pro Program (Level 3, 4, 5)
Trimester : 3	
1	Certification Course : Pearson English Me Pro Program (Level 6, 7, 8)
2	Workshop on "Communication for Sales Strategies" by Successive Technologies
3	SPSS Certification
4	Google Technical courses with the Coursera platform
Trimester : 4	
1	Certification Course : Pearson English Me Pro Program (Level 9, 10)
2	Workshop on Value Seller for Business
3	Certification Course : DEI (Diversity, Equity and Inclusion)
Trimester : 5	
1	Workshop on "Environment Management / SDG Goal
2	Workshop on "Blockchain & Fintech
3	Introductory workshop on Agricultural Economics
Trimester : 6	
1	Workshop on Business Etiquettes and Manners in context of different cultures

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TOTAL COURSE CREDITS YEAR WISE

	Credit	Teaching Hours
Total Course Credit in First Year	71	680
Total Course Credit in Second Year	45	390
Total for Entire Program	116	1070

CHOICE OF ELECTIVES/ SPECIALIZATION

1) Two types of specialization options are available to the participants of PGDM (2022-24) Batch. Participants will have liberty to choose any one option out of these two. One has to opt for total Eleven (12) elective courses from their chosen specialization areas. Participants have to opt as per following structure:

    a) MAJOR/ MINOR :   **Major : 8 courses , Minor   : 4 courses**
    b) DUAL   :   **Dual 1: 6 courses, Dual 2: 6 courses**

Note: Please note that the total number of electives in each trimester that can be taken is fixed as following.

Trimester	Number of electives that can be opted	
	(Major + Minor =Total)	**Dual (D1 + D2 = Total)**
III	(2+1= 3)	(2+1=3)
IV	(3+1=4)	(2+2=4)
V	(2+1=3)	(1+2=3)
VI	(1+1=2)	(1+1=2)

Elective/ Specialization Areas Offered
- Marketing Management
- Human Resource Management
- Financial Management
- International Business
- Business Analytics
- Operations Management

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Course-Wise List of Electives

Functional Area: Marketing Management

III Term/ Course Code	Title of the course
MM 3.1	Sales & Distribution Management
MM 3.2	Consumer Behavior
IV	**Title of the course**
MM 4.1	Brand Management
MM 4.2	Services Marketing
MM 4.3	B 2B Marketing
MM 4.4	Digital Marketing
MM 4.5	Introduction to Marketing Analytics
V	**Title of the course**
MM 5.1	Integrated Marketing Communications
MM 5.2	Retail Management
MM 5.3	International Marketing
MM 5.4	Advanced Marketing Analytics
MM 5.5	Customer Relationship Management
VI	**Title of the course**
MM 6.1	Rural Marketing

Functional Area: Human Resource Management

III/ Course Code	Title of the course
HRM 3.1	Talent Management
HRM 3.2	Learning & Development
IV	**Title of the course**
HRM 4.1	Employee Relations & Labour Law
HRM 4.2	Performance Management & Competency Mapping
HRM 4.3	Managing HRM in new Age
HRM 4.4	Total Reward Management
HRM 4.5	Creating and Managing Virtual Organization
V	**Title of the course**
HRM 5.1	Emotional Intelligence & Leadership

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HRM 5.2	Organizational Change & Development
HRM 5.3	International Human Resource Management
HRM 5.4	Total Reward Management
HRM 5.5	HR Analytics
VI	**Title of the course**
HRM 6.1	Strategic HRM
HRM 6.2	Managerial Counseling and Negotiation
HRM 6.3	Indian Philosophy &Organizational Excellence

Functional Area: Finance

III/ Course Code	**Title of the course**
FM 3.1	Management of Financial Services
FM 3.2	Financial Statement Analysis
FM 3.3	Insurance & Risk Management
IV	**Title of the course**
FM 4.1	Financial Modeling & Business Valuation
FM 4.2	Security Analysis & Portfolio Management
FM 4.3	Mergers and Acquisitions
FM 4.4	Bank Management
FM 4.5	International Financial Management
V	**Title of the course**
FM 5.1	Financial Derivatives
FM 5.2	Project Appraisal & Financing
FM 5.3	Investment Banking
FM 5.4	Financial Risk Management
VI	**Title of the course**
FM 6.1	Tax Planning Management
FM 6.2	Personal Wealth Management
FM 6.3	Behavioral Finance

Functional Area: International Business

III/ Course Code	Title of the course
IB 3.1	Management of International Business
IB 3.2	Global Business Environment
IV	**Title of the course**
IB 4.1	International Trade Procedures & Documentation

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IB 4.2	India's Foreign Trade
IB 4.3	International Financial Management
V	**Title of the course**
IB 5.1	International Marketing Research
IB 5.2	International Supply Chain and Logistics
IB 5.3	Global Trade Partners & Indian Exports
IB 5.4	International Marketing
VI	**Title of the course**
IB 6.1	International Business strategy
IB 6.2	Cross Cultural Management

Functional Area: Business Analytics

III/ Course Code	**Title of the course**
BA 3.1	Enterprise Resource Planning
BA 3.2	Emerging Technologies in Business
BA 3.3	Business Intelligence & Data Mining
IV	Title of the Course
BA 4.1-	Machine learning
BA 4.2-	Marketing Analytics
BA4.3-	AI for Business
BA4.4-	Managing Business Data
V	**Title of the course**
BA5.1	Deep learning through Python
BA5.2	Social Media & Web Analytics
BA 5.3	HR Analytics
VI	**Title of the course**
BA 6.1	Data visualization through tableau
BA 6.2	Cloud Computing for Managers

Functional Area: Operation Management

III/ Course Code	**Title of the course**
OM 3.1	Logistics & Supply Chain Management
OM 3.2	Procurement and vendor Management
IV	**Title of the course**
OM 4.1	Project Management

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OM 4.2	Quality Management & Six Sigma
OM 4.3	Production Planning & Control
OM 4.4	Predictive Modeling
OM 4.5	Management of Technology
V	**Title of the course**
OM 5.1	Service Operations Management& Emerging New Business
OM 5.2	Lean Startups
OM 5.3	Business Process Management
VI	**Title of the course**
OM 6.1	Operations Strategy
OM 6.2	Sustainable Operations Management & Green Technologies

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