I.T.S School of Management
Mohan Nagar, Ghaziabad

CURRICULUM FOR PGDM (2022-24) BATCH

- The Programme 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 students may be a 3 credit, .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, or 1.5 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, Two (2) credit 20 hours, 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 twenty (120) credits. Out of this, one hundred seventeen (114) credits are devoted to courses, Six (6) credits to summer training project. Business Intelligence Lab is a non credit, course. Two specialization papers in 3rd Trimester have been made mandatory Term-wise distribution of credit points is as follows:

TRIMESTER WISE COURSE STRUCTURE

Course Code	Subject Title	Credit	Teaching Hours
Trimester: 1			
1.1	Organisational Behaviour – 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 Systems & Cyber Security	3	30
1.6	Business Communication	3	30
1.7	Managerial Economics	3	30
	Minor project -I	1	10
	Total course credits of Trimester 1	22	220
Trimester: 2			
2.1	Organisational Behaviour – 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	Financial Management- I*	1.5	15

2.6	Legal Aspects of Business	3	30
2.7	Human Resource Management	3	30
2.8	Personality Reengineering Programme - I (includes Pearson value-added certification)	3 (2+1)	30
	Minor Project- II	1	10
	Total course credits of Trimester 2	22	220
Trimester: 3			
3.1	Operations Research	3	30
3.2	Managerial Decision Modelling through Spreadsheet	3	30
3.3	Financial Management – II	3	30
3.4	Business Research Methods	3	30
3.5	Personality Reengineering Programme II (includes Pearson value-added certification)	3 (2+1)	30
3.6	Minor project-III	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	25	250
Trimester: 4			
4.1	Strategic Management	3	30
4.2	E-Business	3	30
4.3	Personality Reengineering Programme III (includes Pearson value-added certification)	3(2+1)	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	27	210
Trimester: 5			
5.1	Innovation & Technology Management*	1.5	15
5.2	Entrepreneurship Development	3	30
5.3	Personality Reengineering Programme IV (includes Pearson value-added certification)	3(2+1)	30
	Trimester V: 03 Elective courses		

	Elective VIII	3	30
	Elective IX	3	30
	Elective X	3	30
	Total course credits of Trimester 5	16.5	165
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

TOTAL COURSE CREDITS YEAR WISE

Total Course Credit in First Year	**69**	**700**
Total Course Credit in Second Year	**51**	**450**
Total for Entire Programme	**120**	**1150**

SKILL ENHANCEMENT & CORPORATE READINESS COURSES (SECR)

Sr. No	Name of the Course
Trimester: 1	
1	BI Lab: Statistical Functions
Trimester: 2	
1	BI Lab: Basic Financial Function
2	Tally
3	Workshop on Design Thinking
4	Workshop on Employability Skills under Life skills by Rubicon
5	Certification Course: Pearson English Me Pro Program (Level 1, 2, 3)
Trimester: 3	
1	Certification Course : Pearson English Me Pro Program (Level 4, 5,6)
2	Certification Course : BI Lab - Advance financial functions SPSS Certification
3	Certification – Advance Excel
Trimester: 4	

1	Certification Course : Pearson English Me Pro Program (Level 7, 8)
2	Workshop on Business Simulation Games

Trimester: 5

1	Certification Course : Pearson English Me Pro Program (Level 9 , 10)
2	Workshop on Environment Management / SDG Goal
3	Workshop on Blockchain & Fintech

CHOICE OF ELECTIVES/ SPECIALIZATION

i)   Two types of specialization options are available to the student of PGDM (2022-24) Batch. Student will have liberty to choose any one option out of these two. One has to opt for total Twelve (12) elective courses from their chosen specialization areas. Student's 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

Course - Wise List of Electives

Functional Area: Marketing Management

III Term/ Course Code	Title of the course
MM 3.1	Sales & Distribution Management **(Mandatory)**
MM 3.2	Social & Digital Media Marketing **(Mandatory)**
IV	**Title of the course**
MM 4.1	Brand Management
MM 4.2	Services Marketing
MM 4.3	B2B Marketing
MM 4.4	Consumer Behavior
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
MM 6.2	Lifestyle and Luxury Brand Marketing

Functional Area: Human Resource Management

III/ Course Code	Title of the course
HRM 3.1	Talent Management **(Mandatory)**
HRM 3.2	Learning & Development **(Mandatory)**
IV	**Title of the course**
HRM 4.1	Employee Relations & Labour Law
HRM 4.2	Performance Management
HRM 4.3	Competency Mapping – Competency Leadership Framework
HRM 4.4	Learning Organizational & Knowledge Management
HRM 4.5	Creating and Managing Virtual Organization
V	**Title of the course**
HRM 5.1	Emotional Intelligence & Leadership
HRM 5.2	Organizational Change & Development

HRM 5.3	International Human Resource Management
HRM 5.4	Total Reward Management
HRM 5.5	HR Analytics
HRM 5.6	HR Branding
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**(Mandatory)**
FM 3.2	Financial Statement Analysis **(Mandatory)**
FM 3.3	Insurance & Risk Management
IV	**Title of the course**
FM 4.1	Business Valuation
FM 4.2	Security Analysis & Portfolio Management
FM 4.3	Mergers, Acquisitions and Corporate Restructuring
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	Corporate Taxation
FM 6.2	Personal Wealth Management
FM 6.3	Behavioural Finance

Functional Area: International Business

III/ Course Code	Title of the course
IB 3.1	Management of International Business **(Mandatory)**
IB 3.2	Global Business Environment **(Mandatory)**
IV	**Title of the course**

IB 4.1	International Trade Procedures & Documentation
IB 4.2	India's Foreign Trade
FM 4.5	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
IM 5.3	International Marketing
VI	**Title of the course**
IB 6.1	Cross Cultural Management
IB 6.2	International Business strategy

Functional Area: Business Analytics

III/ Course Code	**Title of the course**
IT 3.1	Data Visualization through Tableau**(Mandatory)**
IT 3.2	IT Infrastructure Management**(Mandatory)**
IT 3.3	Business Intelligence & Data Mining
IV	**Title of the course**
IT 4.1	Business System Using Python
IT 4.2	Strategic Management of IT
IT 4.3	System Analysis and Design
IT 4.4	Information Risk Management
IT 4.5	Cyber Security
V	**Title of the course**
IT 5.1	Business Transformation using AI
IT 5.2	Data Analytics for Managers through R
IT 5.3	Managing IT Enabled Services
VI	**Title of the course**
IT 6.1	Enterprise Resource Planning
IT 6.2	Cloud Computing for Managers

Functional Area: Operation Management

III/ Course Code	**Title of the course**
OM 3.1	Logistics Management**(Mandatory)**
OM 3.2	Project Management **(Mandatory)**

OM 3.3	Material Management
IV	**Title of the course**
OM 4.1	Procurement & Vendor Management
OM 4.2	Quality Management & Six Sigma
OM 4.3	Production Planning & Control
OM 4.4	Predictive Modeling
V	**Title of the course**
OM 5.1	Service Operations Management
IT 5.2	Data Analytics for Managers through R
OM 5.3	Business Process Management
VI	**Title of the course**
IT 6.1	Enterprise Resource Planning
OM 6.2	Operations Strategy