

## I.T.S School of Management Mohan Nagar, Ghaziabad CURRICULUM FOR PGDM (2025-27) 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 students of the PGDM Programme 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 courses depending on the enlisted workload for each course. The generally accepted norm is that a three(3) credit involves about 30 hours of classwork, Two (2) credits 20 hours, 1.5 credit course involves about 15 hours, and one (1) credit course involves about 10 hours of classwork.
- Trimester-wise Credit Breakup: PGDM Programme consists of a total of one hundred twelve (112) credits. Out of this, one hundred nine (109) credits are devoted to courses, Six (6) credits to summer training projects, one credit for social immersion programme & one credit for online certification courses . Business Intelligence Lab is a non-credit, course.  
Term-wise distribution of credit points is as follows:

### TRIMESTER WISE COURSE STRUCTURE

Course Code	Subject Title	Credit	Teaching Hours
<b>Trimester:1 Foundation Management Concept</b>			
1.1	Principles of Management & Organisational Behaviour	3	30
1.2	Marketing Management-I	2	20
1.3	Quantitative Techniques for Management (AI integrated)	3	30
1.4	Financial Accounting for Managers	3	30
1.5	Introduction to AI for Managers	1.5	15
1.6	Managerial Communication	2	20
1.7	Managerial Economics	3	30
	Minor Project -I	1	
	Total course credits of Trimester1	18.5	175
<b>Trimester : 2 Core Functional Area</b>			
2.1	Information system with Spreadsheet Modeling (AI integrated)	3	30
2.2	Marketing Management - II	2	20
2.3	Production & Operations Management (AI integrated)	3	30

2.4	Corporate Finance	3	30
2.5	Human Resource Management (AI integrated)	3	30
2.6	Personality Reengineering Programme – I	3	30
2.7	Legal Aspects of Business	2	20
2.8	Design Thinking	1	10
2.9	MOOC/NPTEL/Online Certification	1	10
2.10	Social Immersion Programme	1	
	Minor Project-II	1	
	Total course credits of Trimester 2	23	210
<b>Trimester:3 Advanced Topic and AI Integration</b>			
3.1	Decision Science (AI integrated)	2	20
3.2	Introduction to Business Analytics with Python (AI integrated)	3	30
3.3	Management Accounting	1.5	15
3.4	Business Research Methods	3	30
3.5	Personality Reengineering Programme II	2	20
3.6	Digital & Social Media Marketing & AI tools	1.5	15
3.7	Minor Project – III	1	-
3.8	MOOC/NPTEL/Online Certification	1	10
	<b>Trimester III : 03 Elective Courses</b>		
	Elective I	3	30
	Elective II	3	30
	Elective III	3	30
	Total course credits of Trimester 3	24	230
<b>Trimester : 4 Industry Exposure and Electives &amp; AI Application</b>			
4.1	Strategic Management and Business Simulation (AI integrated)	3	30
4.2	Entrepreneurship Development	2	20
4.3	Personality Reengineering Programme III	2	20
4.4	Summer Internship Project	6	-
	<b>Trimester IV: 04 Elective courses</b>		
	Elective IV	3	30
	Elective V	3	30
	Elective VI	3	30
	Elective VII	3	30
	Total course credits of Trimester 4	25	190

<b>Trimester : 5 Electives &amp; AI Application</b>			
5.1	EBusiness & Cyber Security (AI integrated)	1.5	15
5.2	Personality Reengineering Programme IV	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
<b>Trimester:6 Contemporary Issues &amp; Electives</b>			
6.1	Human Value, Corporate Governance & Business Ethics*	2	20
6.2	Entrepreneurial Business Plan & Presentation	2	20
	Trimester VI: 02 Elective courses		
	Elective XI	3	30
	Elective XII	3	30
	Total course credits of Trimester 6	10	100

### TOTAL COURSE CREDITS YEAR WISE

	Credit	Teaching Hours
Total Course Credit in First Year	65.5	615
Total Course Credit in Second Year	46.5	405
Total for Entire Program	112	1020

### CHOICE OF ELECTIVES/ SPECIALIZATION

- 1) Two types of specialization options are available to the participants of PGDM (2025-27) 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: 6courses

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

**Functional Area : Marketing**

<b>Term/ Course Code</b>	<b>Title of the course</b>
<b>III</b>	
MM 3.1	Sales and Distribution Management
MM 3.2	Consumer Behaviour and Marketing Communication with AI Tools
MM 3.3	Marketing Strategy for Start Ups and New Ventures
<b>IV</b>	
MM 4.1	Brand Management in the age of AI and Metaverse
MM 4.2	Marketing of Services and AI tools
MM 4.3	B2B Marketing
MM 4.4	Marketing Analytics - I
<b>V</b>	
MM 5.1	Retail Management and AI driven Sales Strategy
MM 5.2	International Marketing
MM 5.3	Marketing Analytics - II
MM 5.4	Customer Relationship Management
<b>VI</b>	
MM 6.1	Rural Marketing
MM 6.2	Management of Lifestyle and Luxury Brand Management

**Functional Area : Human Resource Management**

<b>Course Code :</b>	<b>Title of the course</b>
<b>III</b>	
HRM 3.1	Talent Management
HRM 3.2	Learning & Development
<b>IV</b>	
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 Organisation
<b>V</b>	
HRM 5.1	Emotional Intelligence and Leadership
HRM 5.2	Organisational Change & Development
HRM 5.3	International Human Resource Management

HRM 5.4	Learning Organisation & Knowledge Management
HRM 5.5	HR Analytics
HRM 5.6	Employer Branding
<b>VI</b>	
HRM 6.1	Strategic HRM
HRM 6.2	Managerial Counseling and Negotiation
HRM 6.3	Indian Philosophy and Organisational Excellence

**Functional Area : Finance**

<b>Term/ Course Code :</b>	<b>Title of the course</b>
<b>III</b>	
FM 3.1	AI in Financial Planning and Analysis
FM 3.2	Financial Statement Analysis
FM 3.3	Insurance & Risk Management
<b>IV</b>	
FM 4.1	Financial Modeling & Business Valuation
FM 4.2	Security Analysis & Portfolio Management
FM 4.3	Bank Management
FM 4.4	Management of Financial Services
<b>V</b>	
FM 5.1	Financial Derivatives
FM 5.2	Project Appraisal & Financing
FM 5.3	Investment Banking
FM 5.4	Financial Risk Management
<b>VI</b>	
FM 6.1	Tax Planning Management
FM 6.2	Personal Wealth Management

**Functional Area : International Business**

<b>Term/ Course Code</b>	<b>Title of the course</b>
<b>III</b>	
IB 3.1	Management of International Business
IB 3.2	Global Business Environment
<b>IV</b>	
IB 4.1	International Trade Procedures & Documentation
IB 4.2	India's Foreign Trade
IB 4.3	International Financial Management
<b>V</b>	

IB 5.1	International Marketing Research
IB 5.2	International Logistics and Supply Chain Management
IB 5.3	Global Trade Partners & Indian Exports
IB 5.4	International Marketing
<b>VI</b>	
IB 6.1	International Business Strategy
IB 6.2	Cross Cultural Management

**Functional Area : Business Analytics**

<b>Term/ Course Code</b>	<b>Title of the course</b>
BA 3.1	Enterprise Resource Planning
BA 3.2	Emerging Technologies in Business
BA 3.3	Business Intelligence & Data Visualization through Power BI
<b>IV</b>	
BA 4.1	Machine learning
BA 4.2	Marketing Analytics
BA 4.3	AI for Business
BA 4.4	Managing Business Data
<b>V</b>	
BA 5.1	Deep learning through Python
BA 5.2	Social Media & Web Analytics
BA 5.3	HR Analytics
<b>VI</b>	
BA 6.1	Data visualization through tableau
BA 6.2	Cloud Computing for Managers

**Functional Area : Operations Management**

<b>Term / Course Code</b>	<b>Title of the course</b>
<b>III</b>	
OM 3.1	AI Logistics & Supply Chain Management
OM 3.2	AI Procurement & Vendor Management
<b>IV</b>	
OM 4.1	Project Management

OM 4.2	Quality Management & Six Sigma
OM 4.3	Production Planning & Control
OM 4.4	Predictive Modelling
OM 4.5	Management of Technology
<b>V</b>	
OM 5.1	Service Operations Management & Emerging New Businesses
OM 5.2	Lean Startups & AI
OM 5.3	Business Process Management & AI
<b>VI</b>	
OM 6.1	Operations Strategy
OM 6.2	Sustainable Operations Management & Green Technology