

COURSE STRUCTURE

Guidelines for Selection of Courses for Full Time PGDM – Second Year (2018–19)

- I. During first year all the courses were compulsory, however in Second year students can choose credit choices from the list of electives offered (trimester wise) and on the basis of their selection of courses, student will be placed in one of the following categories :
 1. PGDM General Management
 2. PGDM
- II. The degree awarded will be PGDM, however, the concentration, if any, will be reflected only on the grade sheet/ mark sheet. Students must adhere to the nomenclature given from SVKMs School of Business Management and use the same in all the communications with the outside world.
- III. The students have option of choosing the area of specialization in following areas:
 - a. General Management.
 - b. Major Specialization – In Marketing, Finance, Operations cum Supply Chain Management.
 - c. Dual Specialization in the above three areas.
- IV. The students have to do total 15 full credit subjects in the Second Year. Out of which one subject is compulsory in IVth trimester.
The balance 14 subjects will be chosen from the areas in proportion per trimester as mentioned below:
 - a. For General Management Specialization – Out of the balance 14 subjects the students has to choose four subjects each from the Marketing, Finance and Operations cum Supply Chain Management and balance two subjects one from other balance areas.
 - b. For major specialization – The students has to choose eight subjects in the area of specialization and balance six subject from other balance areas .
 - c. For Dual specialization – The students has to choose six subjects from major specialization area and 4 subjects from the minor specialization area and balance four subjects from the other areas.

- V. The Course/s will not be offered if less than 10 students opt for it.
- VI. The maximum enrolment for an elective is 60. However in special cases this can be altered with the approval of the Dean – SBM.
- VII. 1) The student will have to fill his elective choice for all the Trimester (IV, V & VI) together at the beginning of the year itself (as per schedule)
- 2) Students will be allowed to change elective choices for three courses in a year, maximum two at a time (Over Trim IV, V & VI)
- 3) A student will not be allowed to move out of the course where the registration is only 10.
- VIII. **Compulsory Workshop**-Non-credit compulsory course. However the candidate needs to satisfactorily complete at least three workshops as an essential partial fulfillment of the requirements for award of MBA degree.
- Disruptive Technologies.
 - Lean Management.
 - Big Data & Cloud.
 - Six Sigma.
 - Supply Chain Analytics.
 - Indian Management System
 - Theory of Knowledge (Self Study)

Subject Details- Year and trimester wise.
Ist Year.

I year - Trimester I

Sr.No.	Area	Course Name	Credit
1	Finance	Financial Accounting & Analysis	3.0
2	Marketing	Marketing management - I	3.0
3	Economics	Managerial Economics	3.0
4	Human Resource	Individual and Group Dynamics in Organization	3.0
5	Decision Science	Statistical Analysis for Business Decisions	3.0
6	Communication	Managerial Communication	3.0
		Total	18.0

I Year - Trimester II

Sr.No.	Area	Course Name	Credit
1	Marketing	Marketing Management-II	3.0
2	Operations	Managing Business Operations	3.0
3	Economics	Macroeconomics.	3.0
4	Human Resource	Design Organization Systems	3.0
5	Finance	Management Accounting and Control	3.0
6	Business Environment & Strategy	CSR, Ethics and Governance	3.0
		Total	18.0

I Year – Trimester III

Sr.No.	Area	Course Name	Credit
1	Finance	Corporate Finance	3.0
2	Decision Science	Decision Analysis and Modelling	3.0
3	Law	Business Law	3.0
4	Economics	Globalization and Indian Economy	1.5
5	Information Systems	Information Systems for Management	3.0
6	Human Resource	Essentials of Human Resource Management	3.0
7	General Management	International Business	1.5
8.	General Management	Theory of Knowledge (self-Study Course)	3.0
		Total	21

Subject Details- Year and trimester wise.
IInd Year.

IInd Year -Trimester IV

Compulsory Courses

- Strategy Formulation and Implementation

Finance Area

- International Finance
- Investment Analysis and Portfolio Management
- Quantitative Technique in Finance
- Strategic Cost Management
- Commercial Bank Management

Human Resource and Behavioral Sciences

- Strategic HRM

Marketing Area

- Consumer Behavior
- Pricing Strategy
- Marketing Research
- Sales Distribution Management
- Services Marketing
- Brand Management

Operations and Decision Sciences

- Modeling for Decision making
- Total Quality Management (TQM)
- Managing Technology
- Bench Marking & Business Process Engineers
- Logistics Management

Human Resource Management

- Negotiation Skill

Business Strategy Environment – Management

- Essentials of Management Consulting

Information System

- Business Analytics.

General Management

- Indian Management System.

Subject Details- Year and trimester wise.
IInd Year.

IInd Year -Trimester V

Finance Area

- Management of Financial Institution
- Strategic Financial Management
- Fixed Income Securities
- Risk – Management and Derivatives
- Project Appraisal and Financing
- Mergers & Acquisitions, Corporate Restructuring and Valuation

Human Resource and Behavioral Sciences

- Compensation and Benefits

Marketing Area

- International Marketing
- Internet Marketing
- Retail Marketing
- Media Planning
- Marketing and Financial Products
- Marketing Strategy
- B-2-B Marketing

Operations and Supply Chain Management

- Service Operation Management
- Project Management
- Supply Chain Management
- Production Planning & Control

Information Technology

- Business Intelligence and DSS

General Management

- Innovation Management

Subject Details- Year and trimester wise.
IInd Year.

IInd Year -Trimester VI

General Management

- Entrepreneurship Management

Finance Area

- Forensic Accounting
- Commodity Markets
- Behavioral Finance
- Private Equity and Venture Finance
- Insurance Management

Human Resource and Behavioral Sciences

- Emotional Intelligence – Developing Abilities for Superior Performance (1)

Marketing Area

- Consumer Marketing (B2) and (C2)
- Rural Marketing
- Customer Relationship Management
- Marketing Engineering and Models
- Advertising and Sales Promotion
- Innovation in Marketing

Operations and Decision Sciences

- Advance Supply Chain Management
- Manufacturing Strategy
- Materials and Inventory Management
- Strategic Operation Management

Information Management

- E-Business.