

**TIMSR****Course List of PGDM Batch 2014-16****SEMESTER I**

<b>Course Code</b>	<b>Course</b>	<b>Core / Specialization</b>	<b>Sem</b>	<b>Marks</b>
1	Financial Accounting	<b>Core</b>	I	100
2	Principles of Management & Modern Corporate Sector	<b>Core</b>	I	100
3	Legal Aspects of Business	<b>Core</b>	I	100
4	Operations Management	<b>Core</b>	I	100
5	Quantitative Techniques in Business	<b>Core</b>	I	100
6	Cost and Management Accounting	<b>Core</b>	I	100
7	Marketing Management	<b>Core</b>	I	100
8	Human Resources Management	<b>Core</b>	I	100
9	Business Communication	<b>Core</b>	I	100
10	Business Ethics and Corporate Governance	<b>Core</b>	I	100
11	Management Information Systems	<b>Core</b>	I	50
12	Business Environment	<b>Core</b>	I	50

**SEMESTER II**

<b>Course Code</b>	<b>Course</b>	<b>Core / Specialization</b>	<b>Sem</b>	<b>Marks</b>
1	Managerial Economics	<b>Core</b>	II	100
2	Operations Research	<b>Core</b>	II	100
3	Analytical Skills and Research Methodology for Managers	<b>Core</b>	II	100
4	Financial Management	<b>Core</b>	II	100
5	Direct and Indirect Taxation	<b>Core</b>	II	100
6	Organizational Behavior	<b>Core</b>	II	100
7	Written Managerial Communication	<b>Core</b>	II	50
8	Business Plan Development	<b>Core</b>	II	50

**Marketing Specialization**

Course Code	Course	Core / Specialization	Sem	Marks
1	Integrated Marketing Communications	Specialization	II	100
2	Product and Brand Management	Specialization	II	100
3	Consumer Buying Behavior	Specialization	II	50
4	Rural Marketing	Specialization	II	50
5	Market Research Applications	Specialization	II	50
6	Marketing of Non-Profit Organizations	Specialization	II	50

**Finance Specialization**

Course Code	Course	Core / Specialization	Sem	Marks
1	Advanced Cost and Management Accounting	Specialization	II	100
2	Analysis of Financial Statements	Specialization	II	100
3	Corporate Laws and Accounting Standards	Specialization	II	100
4	Financial Markets and Services	Specialization	II	100

**Human Resource Specialization**

Course Code	Course	Core / Specialization	Sem	Marks
1	Organizational Theories, Structure and Designs (OTSD)	Specialization	II	100
2	Building Learning Organizations (BLO)	Specialization	II	100
3	Industrial Relations and Labour Welfare (IRLW)	Specialization	II	100
4	Human Resource Information System (HRIS)	Specialization	II	100

**Operations Specialization**

Course Code	Course	Core / Specialization	Sem	Marks
1	Basics of Logistics Management	Specialization	II	100
2	Basics of Supply Chain Management	Specialization	II	100
3	Quality Management	Specialization	II	100
4	Lean Six Sigma	Specialization	II	100

**SEMESTER III****Marketing Specialization**

Course Code	Course	Core / Specialization	Sem	Marks
1	Marketing Strategy	Specialization	III	100
2	Retail Management	Specialization	III	100

3	B2B Marketing and Customer Relationship Management	Specialization	III	100
4	Sales Management and Sales Promotion	Specialization	III	50
5	Distribution and Supply Chain Management	Specialization	III	50
6	Marketing Finance	Specialization	III	50
7	Services Management	Specialization	III	50
<b>Marketing Electives (Select Any 3 ) 300 Marks</b>				
1	International Marketing	MKT	III	100
2	Digital Marketing	MKT	III	100
3	Contemporary Marketing Practices	MKT	III	100
4(a)	Marketing Audit	MKT	III	50
4(b).	Quantitative Models in Marketing	MKT	III	50
9	<b>Summer Internship Project</b>	MKT	III	100
<b>Finance Specialization</b>				
<b>Course Code</b>	<b>Course</b>	<b>Core / Specialization</b>	<b>Sem</b>	<b>Marks</b>
1	Advanced Financial Management	FIN	III	100
2	Fiscal Policy and Corporate Tax Planning	FIN	III	100
3	Corporate Restructuring and Valuation	FIN	III	100
4	International Finance	FIN	III	100
5	Management of Banks and Financial Institutions	FIN	III	100
<b>Finance Electives (Select Any 3 ) 300 Marks</b>				
1	Security Analysis and Portfolio Management	FIN	III	100
2	Derivatives & Risk Management	FIN	III	100
3	Financial Planning & Wealth Management	FIN	III	100
4(a).	Fixed Income Securities	FIN	III	50
4(b).	Quantitative Techniques in Finance	FIN	III	50
9	<b>Summer Internship Project</b>	FIN	III	100
<b>Human Resource Specialization</b>				
<b>Course Code</b>	<b>Course</b>	<b>Core / Specialization</b>	<b>Sem</b>	<b>Marks</b>
1	Global HRM & Strategic HRM (GHRM & SHRM)	HR	III	100
2	Organizational Development	HR	III	100
3	Compensation and Benefits Management	HR	III	100

4	Training & Development	HR	III	100
5	Labour Legislations	HR	III	100
<b>Human Resource Electives (Select Any 3 ) 300 Marks</b>				
1	Quantitative Methods in HR & Psychometric Testing	HR	III	100
2	Competency & Performance Management	HR	III	100
3	Industrial Psychology	HR	III	100
4(a).	Leadership	HR	III	50
4(b).	Talent Management & Employer Branding	HR	III	50
9	<b>Summer Internship Project</b>	HR	III	100
<b>Operations Specialization</b>				
Course Code	Course	Core / Specialization	Sem	Marks
1	Service Operations Management	OPS	III	100
2	Operations Strategy	OPS	III	100
3	Operations Planning and Control	OPS	III	100
4	Business Process Re-engineering and Benchmarking	OPS	III	100
5	World Class Manufacturing Practices	OPS	III	100
<b>Operations Electives (Select Any 3 ) 300 Marks</b>				
1	Technology Management including Manufacturing Strategies	OPS	III	100
2	Advanced Supply Chain Management	OPS	III	100
3	Industrial Engineering Applications & Management	OPS	III	100
4(a).	Material Handling & Transportation	OPS	III	50
4(b).	New Product Development & Concurrent Engineering	OPS	III	50
9	<b>Summer Internship Project</b>	OPS	III	100
<b>SEMESTER IV</b>				
Course Code	Course	Core / Specialization	Sem	Marks
1	International Business	Core	IV	100
2	eBusiness and eCommerce Management	Core	IV	50
3	Enterprise Resource Planning Systems	Core	IV	50
4	Entrepreneurship Management	Core	IV	100
5	Environment Management & Corporate Social Responsibility	Core	IV	100
6	Strategic Management	Core	IV	100

7	Specialization Project	Core	IV	100
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