



SYLLABUS OF POST GRADUATE DIPLOMA IN MANAGEMENT (PGDIM)

For Academic Session 2017-18

Duration: 18 Months

Total Credit: 48

Course Code	Course Title	Credit
Semester - I		
MP-01	Understanding of Business and its Environment	4
MP-02	Management Principles and Applications	4
MP-03	Human Resources and Organisational Behaviour	4
MP-04	Marketing and Retail Management	4
Semester - II		
MP-05	Finance and Accounting for Management	4
MP-06	Operations Management	4
MP-07	Information Technology for Business	4
MP-08	Business Communication and Soft Skills	4
Semester - III		
MP-09	Logistics and Supply Chain Management	4
MP-10	Strategic Management	4
MP-11	Entrepreneurship Development	4
MP-12	Ethics, Governance and Social Responsibility	4

Semester – I

MP-01: Understanding of Business and its Environment		4 Credit
Block-1:	Introduction to Business	
Block-2:	Business Environment	
Block-3:	Forms of Business Organisation	
Block-4:	Legal Aspects of Business	

MP-02: Management Principles and Applications		4 Credit
Block-1:	Introduction to Management	
Block-2:	Planning and Decision Making	
Block-3:	Principles of Organizing	
Block-4:	Directing and Controlling	

MP-03: Human Resources and Organisational Behaviour		4 Credit
Block-1:	Human Resources and Organisational Behaviour	
Block-2:	Human Resource Functions	
Block-3:	Essentials of Compensation Management	
Block-4:	Managing People for Performance	

MP-04: Marketing and Retail Management		4 Credit
Block-1:	Introduction to Marketing	
Block-2:	STP, Marketing Mix, Promotion Mix	
Block-3:	Consumer Decision-making Process, New Product Development, Product Life Cycle	
Block-4:	Retail Marketing	

Semester – II

MP-05: Finance and Accounting for Management		4 Credit
Block-1:	Fundamentals of Accounting	
Block-2:	Introduction to Business Finance	
Block-3:	Preparations of Financial Statements	
Block-4:	E-commerce and its Applications	

MP-06: Operations Management		4 Credit
Block-1:	Introduction to Operations Management	
Block-2:	Plant Layout and Location	
Block-3:	Inventory Management	
Block-4:	Quality Management System	

MP-07: Information Technology for Business		4 Credit
Block-1:	Computer Fundamentals	
Block-2:	MS-Office and Operating System	
Block-3:	Internet and Social Media	
Block-4:	Management Information System	

MP-08: Business Communication and Soft Skills		4 Credit
Block-1:	Concept, Importance & Process of Communication	
Block-2:	Written Communication in (Office) Management	
Block-3:	Soft Skills and Personality Development	
Block-4:	Group Discussion & Interview Techniques	

Semester – III

MP-09: Logistics and Supply Chain Management		4 Credit
Block-1:	Introduction to Logistics & Supply Chain Management	
Block-2:	Managing Flows and Networks	
Block-3:	Aggregate Planning	
Block-4:	Supply Chain Inventories & Warehousing	

MP-10: Strategic Management		4 Credit
Block-1:	Strategic Management – A Framework	
Block-2:	Strategic Management Models	
Block-3:	Business Level Strategy & Corporate Level Strategy	
Block-4:	Balanced Scorecard approach to Strategy	

MP-11: Entrepreneurship Development		4 Credit
Block-1:	Introduction to Entrepreneurship	
Block-2:	Business Opportunity Identification & Start-ups	
Block-3:	Small Business Management	
Block-4:	Institutional Support System	

MP-12: Ethics, Governance and Social Responsibility		4 Credit
Block-1:	Business Ethics at Workplace	
Block-2:	Corporate Governance	
Block-3:	Corporate Social Responsibility	
Block-4:	Best Practices in Ethics, Governance and CSR	