

MANGALMAY INSTITUTE OF MANAGEMENT STUDIES, GREATER NOIDA

Post Graduate Diploma in Management Batch (2010-12)

Course Curriculum

The Programme Design:

The syllabus is spread over 6 trimesters in two years, the programme comprises of 36 courses (26 compulsory courses+ 10 elective courses+ Two course equivalent to summer Internship Report +Two course equivalent to project report) offering students the opportunity for a dual Specialization in the field of their interest. Each course of 3 credits engages a class room teaching of 30 hours. The proposed specialization areas include: Human Resource Management, Marketing Management, Finance and Information Systems.

At the end of Term III, each student will be required to undergo eight-week summer training at leading corporations by undertaking a project of direct relevance to the concerned organization. Subsequently, a presentation on the project and a viva-voce before a panel of experts one from academia and another from corporate are held. Summer internship is an essential requirement for award of the PGDM Diploma and is equivalent to two courses.

Dual Specialization & Electives: A student can choose 10 courses in second year from the available basket of four areas i.e. Human Resource Management, Marketing Management, Finance, Information systems. He can opt for two Streams to be specialized i.e. five courses from each stream.

Each Term will have at least 12 weeks of teaching besides summer training of Eight weeks with leading corporations.

TRIMESTER I
21 credits=210 class contact hrs.
(7 Core Courses of 3 credits each)

Subject Code	Subjects	Credit
101	Quantitative Methods	3
102	Managerial Economics	3
103	Financial Accounting and Analysis	3
104	IT for Managers	3
105	Principles and Practice of Management	3
106	Marketing Management- I	3
107	Business Communication	3
	Trimester Total	21

TRIMESTER II
21 credits=210 class contact hrs.
(7 Core Courses of 3 credits each)

Subject Code	Subjects	Credit
208	Statistics for Business Analysis	3
209	Economic Environment of Business	3
210	Organizational Behavior	3
211	Cost & Management Accounting	3
212	Marketing Management-II	3
213	E-Business	3
214	Operations Management	3
	Trimester Total	21

TRIMESTER III
21 credits=210 class contact hrs.
(7 Core Courses of 3 credits each)

Subject Code	Subjects	Credit
315	Legal and Regulatory Aspects of Business	3
316	Research Methodology	3
317	Human Resource Management	3
318	Management Information System	3
319	International Business	3
320	Financial Management	3
321	Operations Research	3
	Trimester Total	21

Summer Internship-The internship will be of two months in which student will undergo practical training in a leading corporation in May 1 & June 30

TRIMESTER IV

24 credits=210 class contact hrs.

(2 Core courses of 3 credits each+ one course of Summer Internship of 6 credit+ 4 Elective courses of 3 credits each)

Subject Code	Subjects	Credit
422	Strategy and Strategy Formulation	3
423	Supply Chain Management	3
424	Summer Internship Report & Viva voce	6
425-428	Four Electives courses	12
Trimester Total		24

TRIMESTER V

18 credits=180 class contact hrs.

(2 Core+ 4 Elective courses of 3 credits each)

Subject Code	Subjects	Credit
529	Corporate Planning and Strategy Implementation	3
530	Entrepreneurship Management	3
531-534	Four Electives courses	12
Trimester Total		18

TRIMESTER VI

15 credits=120 class contact hrs.

(1 Core course of 3 credit +1 core course of Project Report of 6 credit+ 2 Elective courses of 3 credits each)

Subject Code	Subjects	Credit
635	Business Ethics & Corporate Governance	3
636	Project Report	6
637 - 638	Two Elective Courses	6
Trimester Total		15

ELECTIVE COURSES

With the commencement of the third term of first year, the students will indicate the choice of any **ten** elective courses for study in second year from the available basket of four Streams i.e Human Resource Management, Marketing Management, Finance, Information Systems. He can opt for two streams to be specialized i.e **five** courses from each stream. If the number of students specializing in any area is less than 10 the specialization request may not be entertained. A listing of proposed electives is given below.

HUMAN RESOURCE MANAGEMENT

HR1: Compensation management
HR2: Performance Management and Competency Mapping
HR3: Employee Relations & Labor Enactments
HR4: Strategic Human Resource Management
HR5: Training and Development systems and practices.
HR6: Organizational Development
HR7: International HRM

MARKETING MANAGEMENT

MK1: Marketing of Services
MK2: Consumer Behavior & Marketing Research
MK3: Advertising and Brand Management
MK4: Rural and Social Marketing
MK5: Retail Management
MK6: Customer Relationship Management
MK7: International Marketing

FINANCE

FM1: Investment Management and Security Analysis
FM2: Management of Financial Services
FM3: Financial Derivatives & Risk Management
FM4: International Finance
FM5: Strategic Financial Management
FM6: Financial Markets and Institutions
FM7: Tax planning and Management

INFORMATION SYSTEMS

IS1: Data Communication and Network Application
IS2: Enterprise Resource Planning
IS3: Data Mining and Warehousing for Management Decisions
IS4: Database Management Systems
IS5: Web Technologies
IS6: Knowledge Management
IS7: Software Project Management

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**Post Graduate Diploma
In
Management**

PGDM (2010-2012) Batch

Syllabus