

## School of Business Management

PGDM : 2012 - 2014

PGDM – POST GRADUATE DIPLOMA IN MANAGEMENT - HYDERABAD

### Specifics:

2 year Program

Credits: 117 (from in campus course)

Program hours: 1200 approx (including orientation)

### Orientation program

S. No.	Subject & their basic themes	Mode and evaluation
1	Basic Mathematics and statistics (Permutation, combination, factorial, functions, descriptive statistics- histogram, mean, median, mode, standard deviation, introduction to random numbers and concepts of probability)	Classroom-based, test
2	Power of Excel (MS excel- stat and financial functions examples, making charts, histograms, moving average plots, using goal seek & solver, scenario builder, pivot tables, recoding macros)	Lab-based. Lab exercises.
3	Communication skills (written, spoken)	Classroom-based, test
4	Competency assessment and orientation workshop	

### Trim I: - Building blocks of management: 19.5 Credits

S. no.	Subject & their basic themes	Credits
1	Understanding management, organization and business (UMOB)	1.5
2	Financial Statement Analysis	3
3	Microeconomics	3
4	Understanding self and individual dynamics	3
5	Statistical techniques for decision making	3
6	Understanding customer and value creation	3
7	Communication	1.5
8	Competition & Issues of Competitive Advantage	1.5

### Trim II: - Managerial functions and tools for decision making: 22.5 Credits

S. no.	Subject & their basic themes	Credits
1	Financial planning and control	4.5
2	Tools for decision making	3
3	Managing Operations	3
4	Going to the Market	3

### School of Business Management

5	Business Research	3
6	Managing Cost	3
7	Understanding HR Functions	3

#### Trim III: - Business Landscape and Understanding Organization: 21 Credits

S. no.	Compulsory Subjects & their basic themes	Credits
1	Information systems for decision making	1.5
2	Strategy Formulation & Implementation	3
3	IT Strategy	1.5
4	Legal aspects of business	3
5	Corporate governance and ethics	3
6	Business Environment & Macro Economics	3
7	Business Communication	3
8	Group and organizational dynamics	3

#### Workshops (indicative list): Offer any 2 -3

Learning through Theatre, Films and Literature  
 Creativity & Leadership – Six Hats  
 Indian Values – Challenges in Management  
 Family Businesses in India  
 Music and Arts Appreciation

**Year 1: Credits: Core: (19.5 + 22.5+21Credits) = 63 Credits**

Post trim 3 students will go for Summer Internship Project (0 credits)

#### Trim IV: Compulsory subjects- Creating and sustaining competitive advantage: 3 Credits

S. no.	Compulsory Subjects & their basic theme	Credits
1	Business Analytics for Decision Making	1.5
2	Negotiation Skills	1.5

**Note: The MINIMUM number of students required for offering an elective is FIVE, subject to administrative convenience.**

#### Electives: Finance

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Financial markets	3
2	Advanced Financial Statement Analysis	3
3	International Finance	3
4	Corporate & Retail Banking	3
5	Investment analysis and portfolio management	3
6	Direct and indirect taxes	3

## School of Business Management

### Elective: Marketing

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Consumer behavior	3
2	Sales and distribution management	3
3	Retail management	3
4	Integrated marketing Communication	3

### Elective: Operations and Information Technology

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Supply Chain management	3
2	Theory of Constraints	3
3	World Class Manufacturing	3
4	Software engineering and project management	3

### Elective: Management Consulting

As <b>Minor ONLY</b> : Indicative Modules as below:	Credits
Consulting Skills Intellectual Property Rights	3

### Elective: Human Resources Management

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Selection and Recruitment	3
2	Learning and development	3
3	Conflict Management	3
4	Competency management and Assessment Centers	3
5	Change Management & OD	3
6	Performance management	3
7	Organization Theory	3

### Trim V: Compulsory subjects- Creating and sustaining competitive advantage: 3 Credits

S. no.	Compulsory Subjects & their basic themes	Credits
1	Business Simulation (Capsim)	3

## School of Business Management

### Elective: Finance

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Corporate valuation	3
2	Financial derivatives	3
3	Audit and reporting	3
4	Insurance management	3
5	Fixed Income Securities & Debt Markets	3

### Elective: Marketing

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Business Marketing	3
2	Marketing Implementation	3
3	Brand management	3
4	Services Marketing	3

### Elective: Operations and IT

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Technology management	3
2	Lean management	3
3	Knowledge Management	3
4	E-commerce	3
5	Strategic cost management	3

### Elective: Human Resources Management

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Compensation & Benefits	3
2	HR technology / HRIS	3
3	Positive Psychology	3
4	International HR	3
5	Measuring HR	3

## School of Business Management

### Elective: Management Consulting

<b>As Minor ONLY:</b> Indicative Modules as below:	<b>Credits</b>
Knowledge Management Corporate Turnaround	3

### Trim VI: Compulsory subjects- Creating and sustaining competitive advantage: 3 credits

S. no.	Compulsory Subjects & their basic themes	Credits
1	International Business	3
2	Managing economics of community and development	3

### Elective: Finance

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	AIM: Alternative Investment Markets	3
2	Corporate Tax Planning	3
3	Infrastructure Finance	3
4	Investment Banking + M & A	3
5	Financial Analytics	3
6	Wealth Management	3

### Elective: Marketing

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Marketing Strategy	3
2	Rural Marketing	3
3	Customer Relationship Management	3
4	Digital Marketing	3

### Elective: Operations & IT

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Business Process Modeling & Management	3
2	IT Infrastructure Management	3
3	New Models of Enterprise Architecture	3
4	Advanced Supply Chain Management & Logistics	3
5	E-Governance / Modeling for DM	3

## School of Business Management

### Elective: Human Resources Management

S. no.	Elective Subjects & their basic themes (any 4 if Major and any 1 if choice is Minor)	Credits
1	Appreciative Enquiry	1.5
2	Emotional Intelligence & Developing competencies for Organizational Performance	3
3	Talent Management	3
4	Human Resource Analytics	3
5	HR Audit	1.5
6	Diversity Management	3
7	Managing Knowledge Workers	1.5

### Elective: Management Consulting

As <b>Minor ONLY</b> : Indicative Modules as below:	Credits
Business Continuity Planning Entrepreneurship	3

### Elective: Services Management

As <b>Minor ONLY</b> : Indicative Modules as below:	Credits
Services Operations, Services Marketing, CRM, Brand Management	3

### Elective: Technology Management

As <b>Minor ONLY</b> : Indicative Modules as below:	Credits
Technology Acquisition, Technology Marketing, Tech Pricing, PM, Knowledge Management, Transfer of Technology, Managing Knowledge workers etc	3

### Certification-based Value-add workshops (indicative list – offer any 2-3):

1	Project Management (PMBOK-based)
2	Six-Sigma green belt certification
3	Data warehousing
4	Foreign Language workshop

Year 2: Credits: Core Subject: (3 + 3 + 3) = 9 Credits

: Electives: (15 +15+15) = 45 Credits

Total for Year 2 : 54 Credits

**Total for Program: (63+54) = 117 credits**

**MPE– MANAGEMENT PROGRAM FOR EXECUTIVES – HYDERABAD**

**(PART TIME)**

<b>MPE: Management Program for Executives leading to PGDBM</b>		
20 months (5 Trims/16 months of classroom + 4 months Live Project)		
<b>Trim 1: (15 credits)</b>		<b>Trim 3: (15 credits)</b>
Understanding Mgmt Org & Business (1.5)		Marketing Management 2 (3)
Microeconomics (3)		Data Warehousing (3)
Business Environment (1.5)		People & Org Capability (3)
Quantitative Techniques (3)		Business Strategy Implementation (3)
Financial Accounting (3)		Strategic International Finance (3)
IT for Managers (3)		-
<b>Trim 2: (15 credits)</b>		<b>Trim 4: 12 credits)</b>
Marketing Management 1 (3)		Business Analytics (3)
Operations Management (3)		Negotiation Skills (1.5)
Financial Management (3)		Business Simulation (3)
Business Strategy Formulation (3)		Corp Gov & Ethics (3)
Managerial Accounting (3)		Leadership & Change Management (1.5)
<b>Trim 5:</b>	<b>Electives : 2 from Functional &amp; Domain</b>	(12 credits from Electives + 6 credits from Project
<b>Functional</b>	<b>MARKETING</b>	Customer Relationship Management (1.5)
		Strategic Brand Management (1.5)
	<b>FINANCE</b>	Entrepreneurial Finance (1.5)
		Fin Dim of Corp Restructuring (1.5)
	<b>OPERATIONS</b>	Adv Supply Chain Management (1.5)
		Six Sigma (1.5)
	<b>PEOPLE (HR)</b>	High Performance Org (HPO) (1.5)
		Talent Management (1.5)
<b>Domain</b>	<b>MANAGEMENT OF IT SERVICES (3.0)</b>	
	<b>RETAIL MANAGEMENT (3.0)</b>	
	<b>ENTREPRENEURSHIP (3.0)</b>	
	<b>MANUFACTURING (3.0)</b>	
<b>Trim 5 includes Compulsary Project : 6 Credits</b>		

CREDITS: 75