

ALWAR SCHOOL OF BUSINESS AND COMPUTERS

Approved by AICTE, New Delhi and Ministry of HRD, Govt. of India

COURSE STRUCTURE



POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

(Applicable for the batches admitted from 2021-2023)

Himachal Nagar, Gajuwaka, VISAKHAPATNAM-530026 AP., INDIA

ACADEMIC REGULATIONS PGDM (Regular)
(Effective for the students admitted into first year from the academic year 2021-23)

2.1 COURSE STRUCTURE :

The Two Year Post Graduate Diploma in Management (PGDM) will have an annual structure, with each academic year divided into two parts – semesters; over two academic years, there will be a total of four semesters. The program would comprise an equivalent of 900 hours of class room contact, and would assume that each course, generally of 30 classroom hours, would involve a total of in- and outside-classroom work of around 100 hours, by the student. One credit worth of coursework would be equivalent to ten hours of in-class workload, and hence each course involving thirty in-class hours would be worth three credits each. Thus, there would be 30 courses covering the 900 in-class hours over the two years, and eight weeks of summer internship in an organization, where students will perform given organizational tasks and undertake a project.

The compulsory courses across the foundation areas of management would involve 20 courses, with 15 elective courses scheduled in the second year. The first two Semesters in first year would comprise only compulsory courses, with 14 courses scheduled. The second year would have two compulsory courses and 15 other electives. Finally, between the two years, there is a mandatory internship with an organization, of eight weeks duration, culminating in a project report that will be evaluated. This will have a weightage of three credits, equivalent to one course of thirty hours in-class. The elective courses may involve two courses or a total of six credits equivalent of coursework through Courses of Independent Study (CIS), and a student may undertake a maximum of six credits as CIS courses in a program.

COURSE STRUCTURE AT A GLANCE

Semester	Core Courses	Electives	Total	Hours per Course	Total Hours
1 st Semester	7	--	7	36	252
2 nd Semester	7	--	7	36	252
1st year end	14		14		
3 rd Semester	2	6	8	36	288
4 th Semester	2	6	8	36	288
2nd year end	04	12	16		
Total	18	12	30	36	1080

Total Electives: 11 Electives

Course Structure PGDM (Regular)

(As per AICTE norms)

(Effective for the students admitted into first year from the Academic Year 2021-23)

FIRST YEAR

SEMESTER – I

SNo	SUB.CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM1S01	Business Communication	Core	4	2	40	60	100
2	PGDM1S02	Management Practice & Organization Behaviour	Core	4	3	40	60	100
3	PGDM1S03	Indian Business Environment	Core	4	2	40	60	100
4	PGDM1S04	Financial Accounting	Core	4	3	40	60	100
5	PGDM1S05	Managerial Economics	Core	4	3	40	60	100
6	PGDM1S06	Quantitative Techniques for Managers	Core	4	3	40	60	100
7	PGDM1S07	Corporate Legal Framework	Skill	4	3	40	60	100
8	PGDM1P01	Mini Project	Skill	2	-	--	100	100
9	PGDM1VV1	Subject Viva-Voce	Skill	--	-	--	100	100
TOTAL				28	19	280	620	900

SEMESTER – II

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM2S01	E-Business	Core	4	3	40	60	100
2	PGDM2S02	Business Policy & Strategic Management	Core	4	3	40	60	100
3	PGDM2S03	Research Methodology	Core	4	3	40	60	100
4	PGDM2S04	Human Resource Management	Core	4	3	40	60	100
5	PGDM2S05	Marketing Management	Core	4	3	40	60	100
6	PGDM2S06	Financial Management	Core	4	3	40	60	100
7	PGDM2S07	Production and Operations Management	Core	4	3	40	60	100
8	PGDM2P01	Summer Industrial Project	Skill	2	--	--	100	100
9	PGDM2VV2	Subject Viva-Voce	Skill	--	--	--	100	100
TOTAL				28	21	280	620	900

SECOND YEAR
SEMESTER – III

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	T M
1	PGDM3S01	Management Information Systems	Core	4	3	40	60	100
2	PGDM3S02	International Business	Core	4	3	40	60	100
		<u>ELECTIVES:</u>						
3	PGDM4E --	Paper-1: from Elective 1	Core	4	4	40	60	100
4	PGDM4E --	Paper-2: from Elective 1	Core	4	4	40	60	100
5	PGDM4E --	Paper-3: from Elective 1	Core	4	4	40	60	100
6	PGDM4E --	Paper-1: from Elective 2	Core	4	4	40	60	100
7	PGDM4E --	Paper-2: from Elective 2	Core	4	4	40	60	100
8	PGDM4E --	Paper-3: from Elective 2	Core	4	4	40	60	100
9	PGDM3SK02	Study on Industry and Company Analysis	Skill	--	--	--	--	100
10	PGDM3VV3	Subject Viva-Voce	Skill	--	--	--	100	100
TOTAL				32	34	280	580	900

SEMESTER – IV

S No	SUB.CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM4S01	Entrepreneurship Development	Core	4	3	40	60	100
2	PGDM4S02	Logistics and Supply Chain Management	Core	4	3	40	60	100
		<u>ELECTIVES:</u>						
3	PGDM4E --	Paper-1: from Elective 1	Elective	4	4	40	60	100
4	PGDM4E --	Paper-2: from Elective 1	Elective	4	4	40	60	100
5	PGDM4E --	Paper-3: from Elective 1	Elective	4	4	40	60	100
6	PGDM4E --	Paper-1: from Elective 2	Elective	4	4	40	60	100
7	PGDM4E --	Paper-2: from Elective 2	Elective	4	4	40	60	100
8	PGDM4E --	Paper-3: from Elective 2	Elective	4	4	40	60	100
9	PGDM4E --	Study on Industry and Company Analysis From Electives	Elective	4	4	50	50	100
10	PGDM4S01	Group Discussion Skills & Event Management Skills (NC)	Skill	4	--	50	--	--
11	PGDM4V01	Subject Viva-Voce	Skill	--	--	--	100	100
TOTAL				32	34	280	580	900

Note: L-Lecture Hours, C-Credits, I-Internal Marks, E-External Marks, TM-Total Marks, NC-Non Credit CIS - course of Independent Study, One Credit is equivalent to 10 hours in class. Total no: of instructional hours 1080 hours.

ELECTIVES

The following is the list of specializations offered and subjects in each specialization for second year with subject codes:

MARKETING

S No	SUB.CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3MM1	Integrated Marketing Communication	Elective	4	3	40	60	100
2	PGDM3MM2	Consumer Behavior	Elective	4	3	40	60	100
3	PGDM3MM3	Customer Relationship Management	Elective	4	3	40	60	100
4	PGDM4MM4	Services Marketing	Elective	4	3	40	60	100
5	PGDM4MM5	Sales and Channel Management	Elective	4	3	40	60	100
6	PGDM4MM6	International Marketing	Elective	4	3	40	60	100
7	PGDM4MM7	E- Marketing	Elective	4	3	40	60	100

RETAIL MANAGEMENT

S No	SUB.CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3RM1	Fundamental of Retail Management	Elective	4	3	40	60	100
2	PGDM3RM2	Retail Store Management	Elective	4	3	40	60	100
3	PGDM3RM3	Retail sales and Promotion	Elective	4	3	40	60	100
4	PGDM4RM4	Retail Buying Behavior	Elective	4	3	40	60	100
5	PGDM4RM15	Franchise and Vendor Management	Elective	4	3	40	60	100
6	PGDM4RM16	Merchandise Management	Elective	4	3	40	60	100
7	PGDM4RM7	IT Application in Retailing	Elective	4	3	40	60	100

FINANCE

S No	SUB.CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3FM1	Security Analysis and Portfolio Management	Elective	4	3	40	60	100
2	PGDM3FM2	Financial Markets & Services	Elective	4	3	40	60	100
3	PGDM3FM3	Strategic Financial Management	Elective	4	3	40	60	100
4	PGDM4FM4	Merchant Banking	Elective	4	3	40	60	100
5	PGDM4FM5	Financial Research	Elective	4	3	40	60	100
6	PGDM4FM6	International Finance	Elective	4	3	40	60	100
7	PGDM4FM7	Financial Derivatives	Elective	4	3	40	60	100

HUMAN RESOURCE MANAGEMENT

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3HM1	Human Resource Planning and Development	Elective	4	3	40	60	100
2	PGDM3HM2	Human Resource Analytics	Elective	4	3	40	60	100
3	PGDM3HM3	Compensation Management	Elective	4	3	40	60	100
4	PGDM4HM4	Employee Welfare & labor laws	Elective	4	3	40	60	100
5	PGDM4HM15	Performance Management	Elective	4	3	40	60	100
6	PGDM4HM6	International human resource Management	Elective	4	3	40	60	100
7	PGDM4HM7	Strategic Human Resource Management	Elective	4	3	40	60	100

HOSPITALITY & TOURISM MANAGEMENT

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3HT1	Fundamentals of Hospitality	Elective	4	3	40	60	100
2	PGDM3HT2	Event Management	Elective	4	3	40	60	100
3	PGDM3HT3	Principles & Practices of Tourism Management	Elective	4	3	40	60	100
4	PGDM4HT4	E-Tourism	Elective	4	3	40	60	100
5	PGDM4HT5	Destination Planning & Development	Elective	4	3	40	60	100
6	PGDM4HT6	Eco Tourism	Elective	4	3	40	60	100
7	PGDM4HT7	Business & Hospitality Laws	Elective	4	3	40	60	100

BUSINESS ANALYTICS

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3BT1	Predictive Analysis	Elective	4	3	40	60	100
2	PGDM3BT2	Analytics System Analysis &	Elective	4	3	40	60	100
3	PGDM3BT3	Data Mining	Elective	4	3	40	60	100
4	PGDM4BT4	Ethical and Legal Aspects of	Elective	4	3	40	60	100
5	PGDM4BT5	Risk Management	Elective	4	3	40	60	100
6	PGDMBT6	Big Data Analytics	Elective	4	3	40	60	100
7	PGDM4BT7	Simulation Modeling	Elective	4	3	40	60	100

INFORMATION TECHNOLOGY MANAGEMENT

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3IT1	Data Base Management Systems	Elective	4	3	40	60	100
2	PGDM3IT2	E-Commerce	Elective	4	3	40	60	100
3	PGDM3IT3	Decision Support Systems	Elective	4	3	40	60	100
4	PGDM4IT4	Marketing of IT	Elective	4	3	40	60	100
5	PGDM4IT5	Networking & Network Security	Elective	4	3	40	60	100
6	PGDM4IT6	ERP (Enterprise Resource Planning)	Elective	4	3	40	60	100
7	PGDM4IT7	Business Analytics	Elective	4	3	40	60	100

PRODUCTION & OPERATION MANAGEMENT

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3PM1	Purchasing and Materials	Elective	4	3	40	60	100
2	PGDM3PM2	Quality Management	Elective	4	3	40	60	100
3	PGDM3PM3	Packaging Management	Elective	4	3	40	60	100
4	PGDM4PM4	Transportation Management	Elective	4	3	40	60	100
5	PGDM4PM5	Inventory Management	Elective	4	3	40	60	100
6	PGDM4PM6	World Class Manufacturing	Elective	4	3	40	60	100
7	PGDM4PM7	Project Management	Elective	4	3	40	60	100

SUPPLY CHAIN MANAGEMENT

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3SM1	Purchasing and Supply Chain	Elective	4	3	40	60	100
2	PGDM3SM2	Strategic logistics Management		4	3	40	60	100
3	PGDM3SM3	International Logistics	Elective	4	3	40	60	100
4	PGDM4SM4	Transportation Management	Elective	4	3	40	60	100
5	PGDM4SM5	Warehouse Management	Elective	4	3	40	60	100
6	PGDM4SM6	Logistics management and information system	Elective	4	3	40	60	100
7	PGDM4SM7	Retail logistics and SCM	Elective	4	3	40	60	100

FINTECH TECHNOLOGY

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3FT1	Financial Technologies	Elective	4	3	40	60	100
2	PGDM3FT2	Cryptography& Cyber Securities	Elective	4	3	40	60	100
3	PGDM3FT3	Security Analysis & Portfolio Management	Elective	4	3	40	60	100
4	PGDM4FT4	Financial Market & Services	Elective	4	3	40	60	100
5	PGDM4FT5	Cyber Laws	Elective	4	3	40	60	100
6	PGDM4FT6	International Financial Management	Elective	4	3	40	60	100
7	PGDM4FT7	Hadoop	Elective	4	3	40	60	100
8	PGDM4FT8	Block Chain	Elective	4	3	40	60	100

SHIPPING & LOGISTICS

S No	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3SL1	Port Management	Elective	4	3	40	60	100
2	PGDM3SL2	Shipping Management	Elective	4	3	40	60	100
3	PGDM3SL3	Strategic Logistics Management	Elective	4	3	40	60	100
4	PGDM4SL4	Containerization & Multimodal Transport	Elective	4	3	40	60	100
5	PGDM4SL5	Warehouse Management	Elective	4	3	40	60	100
6	PGDM4SL6	International Logistics	Elective	4	3	40	60	100
7	PGDM4SL7	Purchasing & Supply Chain Management	Elective	4	3	40	60	100
8	PGDM4SL8	Inventory Management	Elective	4	3	40	60	100