

Academic Year : 2013-14

Program : PGDM

SEMESTER : IV

Batch : 2012 - 2014

| Sr. No | Subject Code | Subjects                               | Teaching Hours                |  | Assessment Pattern    |                          |             |                          |               |
|--------|--------------|--|-------------------------------|--|-----------------------|--------------------------|-------------|--------------------------|---------------|
|        |              |  | No. of Sessions of 90 minutes | No. of Sessions of 90 minutes per week | Continuous Assessment | Semester End Examination | Total Marks | Duration of Theory Paper | No of Credits |
| 1      | P610019      | Entrepreneurship Management            | 30                            | 2                                      | 40 IA                 | 60 IA                    | 100         | 3                        | 3             |
| 2      | P210031      | Management Control System              | 30                            | 2                                      | 40 IA                 | 60 IA                    | 100         | 3                        | 3             |
| 3      | P410013      | Project Management                     | 30                            | 2                                      | 40 IA                 | 60 IA                    | 100         | 3                        | 3             |
| 4      | P610020      | Corporate Governance & Business Ethics | 30                            | 2                                      | 40 IA                 | 60 IA                    | 100         | 3                        | 3             |
| 5      | P810003      | Winter Project                         | 30                            | 2                                      | 40 IA                 | 60 IA                    | 100         | 3                        | 3             |

### Specialization

#### FINANCE

| Sr. No | Subject Code | Subjects            |    |   |       |       |     |   |   |
|--------|--------------|---------------------|----|---|-------|-------|-----|---|---|
| 1      | P210032      | Corporate Law       | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 2      | P210014      | Wealth Management   | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 3      | P210009      | Corporate Valuation | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 4      | P210033      | Project Finance     | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 5      | P210034      | Commodity Market    | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |

#### Marketing

| Sr. No | Subject Code | Subjects                     |    |   |       |       |     |   |   |
|--------|--------------|------------------------------|----|---|-------|-------|-----|---|---|
| 1      | P110030      | Sales Management & Promotion | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 2      | P110005      | Service Marketing            | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 3      | P110007      | Rural Marketing              | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 4      | P110031      | Internet Marketing           | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 5      | P110015      | Product & Brand Management   | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 6      | P110017      | Distribution & SCM           | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 7      | P110010      | International Marketing      | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |

#### HUMAN RESOURCES

| Sr. No | Subject Code | Subjects                       |    |   |       |       |     |   |   |
|--------|--------------|--------------------------------|----|---|-------|-------|-----|---|---|
| 1      | P310022      | Intro to IR & Labour Welfare   | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 2      | P310015      | Strategic HRM                  | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 3      | P310023      | International HRM              | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 4      | P310008      | Building Learning Organization | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 5      | P310024      | Counselling Skills             | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |

#### OPERATION

| Sr. No | Subject Code | Subjects                            |    |   |       |       |     |   |   |
|--------|--------------|-------------------------------------|----|---|-------|-------|-----|---|---|
| 1      | P410014      | Advance SCM                         | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 2      | P410015      | Total Quality Management            | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 3      | P410016      | Productivity Techniques             | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 4      | P410017      | Six Sigma                           | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 5      | P410018      | Statistical Process Control         | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |
| 6      | P410019      | Materials Handling & Transportation | 30 | 2 | 40 IA | 60 IA | 100 | 3 | 3 |