**Detailed Course Structure for**

Post Graduate Diploma in Management

PGDM – General

Course Duration: 2 years (4 Semesters)

Name of the Institute

Institute of Engineering & Management, Kolkata

Session : 2016-2018

**Course particulars**

1. Course Name : Post Graduate Diploma in Management (PGDM) - General
2. Duration: 4 Semesters (2 years)
3. Total number of papers: (8 + 9 + 8 +7 = 32 papers )
4. Total course hours : 31 papers x 1 credit x 40 hrs = 1240 credit hrs + SIP
5. Total course marks: 800 + 900 +800 + 700 = 3200
6. Mid Term Assessment in each paper : 40 marks
7. End Term Examination Assessment in each paper : 60 marks
8. Pass marks for each paper : 40 marks
9. SIP : report : 60 marks and viva 40 marks
10. Specialization / Electives are as follows:

Compulsory : Specialisation 1 : Marketing

Specialisation 2

1. Finance

2. Logistics & SCM

3. Human Resource

4. Systems

1. Marketing is compulsory for all PGDM students. All students must select one more specialization from the list of specialization 2.
2. All students must undertake a 8 weeks long summer internship project (SIP) as a part of the curriculum after the end of the second semester examinations in one of the specializations 1 and 2 . (1st major)
3. All students have to submit a dissertation paper in the other specialization. (2nd major)

**Semester 1**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paper** | **Subject Title** |  |  | **Credit** | **Hours** | **Mid term** | **End semester Exam** | **Total** |
| **Code** |  |  |  |  | **Exam** |  | **Marks** |
| PG 101 | Managerial Economics I\* | |  | 1 | 40 | 40 | 60 | 100 |
| PG 102 | Business Communication\* | |  | 1 | 40 | 40 | 60 | 100 |
| PG 103 | Computers for managers\* | |  | 1 | 40 | 40 | 60 | 100 |
| PG 104 | Organizational Behaviour I\* | |  | 1 | 40 | 40 | 60 | 100 |
| PG 105 | Quantitative Techniques for Managers - I\* | |  | 1 | 40 | 40 | 60 | 100 |
| PG 106 | Accounting for Managers\* | |  | 1 | 40 | 40 | 60 | 100 |
| PG 107 | Ethics & Sustainable Management\* | | | 1 | 40 | 40 | 60 | 100 |
| PG 108 | Business Laws\* | |  | 1 | 40 | 40 | 60 | 100 |
|  | Total 8 papers |  |  | 8 | 320 | 320 | 480 | 800 |
|  |  |  |  |  |  |  |  |  |

**Semester 2**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **Code** | **Subject Title** | | **Credit** | **Hours** | **Mid**  **term exam** | **End**  **semester**  **exam** | Total Marks |
| PG 201 | Managerial Economics II\* | | 1 | 40 | 40 | 60 | 100 |
| PG 202 | Marketing Management\* | | 1 | 40 | 40 | 60 | 100 |
| PG 203 | Financial Management\* | | 1 | 40 | 40 | 60 | 100 |
| PG 204 | Quantitative Techniques for Managers - II\* | | 1 | 40 | 40 | 60 | 100 |
| PG 205 | Human Resource Management\* | | 1 | 40 | 40 | 60 | 100 |
| Major 1 | SP 1 : Marketing Research\* (MM201) | | 1 | 40 | 40 | 60 | 100 |
|  | SP2 : Sales & Distribution Management\* (MM202) | | 1 | 40 | 40 | 60 | 100 |
| Major 2 | SP1 | | 1 | 40 | 40 | 60 | 100 |
|  | SP2 |  | 1 | 40 | 40 | 60 | 100 |
|  | Total 9 papers |  | 9 | 360 | 360 | 540 | 900 |

**Semester 3**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **Code** | **Subject Title** | **Credit** | **Hours** | **Mid term exam** | **End semester exam** | **Total Marks** |
| PG 301 | Strategic Management\* | 1 | 40 | 40 | 60 | 100 |
| PG 302 | Operations Management\* | 1 | 40 | 40 | 60 | 100 |
| PG 303 | Organisation Behaviour II \* |  |  |  |  |  |
| PG 304 | SIP and Viva \* | 1 | - | - | 100 | 100 |
| Major 1 | SP 1\* : Service Marketing (MM301) | 1 | 40 | 40 | 60 | 100 |
|  | SP 2\* : Marketing Communications & Brand Management (MM302) | 1 | 40 | 40 | 60 | 100 |
| Major 2 | SP 1 | 1 | 40 | 40 | 60 | 100 |
|  | SP 2 | 1 | 40 | 40 | 60 | 100 |
|  | Total 8 papers | 8 | 280 | 280 | 520 | 800 |

**Semester 4**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **Code** | **Subject Title** | **Credit** | **Hours** | **Mid term exam** | **End**  **semester exam** | **Total Marks** |
| PG 401 | Entrepreneurship & Project Management\* | 1 | 40 | 40 | 60 | 100 |
| PG 402 | Decision Analysis & OR\* | 1 | 40 | 40 | 60 | 100 |
| PG 403 | Dissertation\* | 1 | 40 | - | 100 | 100 |
| Major 1 | SP 1\* : Consumer Behaviour (MM401) | 1 | 40 | 40 | 60 | 100 |
|  | SP 2\* : Global & Digital Marketing (MM402) | 1 | 40 | 40 | 60 | 100 |
| Major 2 | SP 1 | 1 | 40 | 40 | 60 | 100 |
|  | SP 2 | 1 | 40 | 40 | 60 | 100 |
|  | Total 7 papers | 7 | 280 | 240 | 460 | 700 |

\* Compulsory Papers

**Specialization / Electives: Second semester**

**1. Marketing**

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| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester** | **Total marks** |
| MM 201 | Marketing Research | 1 | 40 | 40 | 60 | 100 |
| MM 202 | Sales & distribution management | 1 | 40 | 40 | 60 | 100 |

**2. Finance**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester** | **Total marks** |
| FM 201 | Security analysis & portfolio management | 1 | 40 | 40 | 60 | 100 |
| FM 202 | Banking, financial services & Insurance (BFSI) | 1 | 40 | 40 | 60 | 100 |

**3. HR**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester** | **Total marks** |
| HRM 201 | Human Resource Planning | 1 | 40 | 40 | 60 | 100 |
| HRM 202 | Compensation management | 1 | 40 | 40 | 60 | 100 |

**4. Systems**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End sem**  **Exam** | **Total marks** |
| SYS 201 | Database management systems (DBMS) | 1 | 40 | 40 | 60 | 100 |
| SYS 202 | System analysis & design (SAD) | 1 | 40 | 40 | 60 | 100 |

**5. Logistics & Supply Chain Management**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester** | **Total marks** |
| LSCM 201 | Logistics and Freight Transport | 1 | 40 | 40 | 60 | 100 |
| LSCM 202 | Warehousing and Inventory Management | 1 | 40 | 40 | 60 | 100 |

**Specialization / Electives: Third semester**

**1. Marketing**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester**  **Exam** | **Total marks** |
| MM 301 | Service Marketing | 1 | 40 | 40 | 60 | 100 |
| MM 302 | Marketing Communication & brand management | 1 | 40 | 40 | 60 | 100 |

**2. Finance**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester**  **Exam** | **Total marks** |
| FM 301 | Corporate finance | 1 | 40 | 40 | 60 | 100 |
| FM 302 | Financial risks & derivative management | 1 | 40 | 40 | 60 | 100 |

**3. HR**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester**  **Exam** | **Total marks** |
| HRM 301 | Industrial & welfare laws | 1 | 40 | 40 | 60 | 100 |
| HRM 302 | Human resource development | 1 | 40 | 40 | 60 | 100 |

**4. Systems**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester**  **Exam** | **Total marks** |
|  |  | 1 |  |  |  |  |
| SYS 301 | Software project management | 1 | 40 | 40 | 60 | 100 |
| SYS 302 | Computer aided management |  | 40 | 40 | 60 | 100 |

**5. Logistics & Supply Chain Management**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester**  **Exam** | **Total marks** |
| LSCM 301 | Supply Management | 1 | 40 | 40 | 60 | 100 |
| LSCM 302 | International Trade Documentation | 1 | 40 | 40 | 60 | 100 |

**Specialization / Electives: Fourth semester**

**1. Marketing**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester**  **Exam** | **Total marks** |
| MM 401 | Consumer Behaviour | 1 | 40 | 40 | 60 | 100 |
| MM 402 | Global & Digital Marketing | 1 | 40 | 40 | 60 | 100 |

**2. Finance**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester**  **Exam** | **Total marks** |
| FM 401 | Corporate Taxation | 1 | 40 | 40 | 60 | 100 |
| FM 402 | International Finance | 1 | 40 | 40 | 60 | 100 |

**3. HR**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester**  **Exam** | **Total marks** |
| HRM 401 | Industrial Relations | 1 | 40 | 40 | 60 | 100 |
| HRM 402 | Organizational development | 1 | 40 | 40 | 60 | 100 |

**4. SYSTEMS**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | Credit | **Hours** | **Mid term**  **Exam** | **End semester**  **Exam** | **Total marks** |
| SYS 401 | E Business | 1 | 40 | 40 | 60 | 100 |
| SYS 402 | Fundamentals of networking | 40 | 40 | 60 | 100 | 100 |

**5. Logistics & Supply Chain Management**

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| --- | --- | --- | --- | --- | --- | --- |
| **Paper**  **code** | **Subject title** | **Credit** | **Hours** | **Mid term**  **Exam** | **End semester** | **Total marks** |
| LSCM 401 | Operational Management | 1 | 40 | 40 | 60 | 100 |
| LSCM 402 | Benchmarking and Lean Six Sigma | 1 | 40 | 40 | 60 | 100 |