


ALWAR SCHOOL OF BUSINESS

Approved by AICTE Ministry of HRD, Govt. of India

Course Structure PGDM (Regular)

(Effective for the students admitted into first year from the Academic Year 2016-17)

FIRST YEAR Trimester- I

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM1T01	Principles of Management	Core	4	3	40	60	100
2	PGDM1T02	Information Technology for Managers	Core	4	3	40	60	100
3	PGDM1T03	Business Communication	Core	4	3	40	60	100
4	PGDM1T04	Financial Accounting	Core	4	3	40	60	100
5	PGDM1T05	Micro Economics	Core	4	3	40	60	100
6	PGDM1T06	Quantitative Techniques for Managers	Core	4	3	40	60	100
7	PGDM1S01	Communication Skills Oral (NC)	Skill	4	-	50	--	
8.	PGDM1V01	Subject Viva-Voce	Skill	--	3	--	100	100
TOTAL				28	21	240	460	700

Trimester – II

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM2T01	Macro Economics	Core	4	3	40	60	100
2	PGDM2T02	Marketing Management	Core	4	3	40	60	100
3	PGDM2T03	Financial Management	Core	4	3	40	60	100
4	PGDM2T04	Human Resource Management	Core	4	3	40	60	100
5	PGDM2T05	Research Methodology	Core	4	3	40	60	100
6	PGDM2T06	Organizational Behavior	Core	4	3	40	60	100
7	PGDM2S01	Written Communication Skills (NC)	Skill	4	--	50	--	--
8.	PGDM2V01	Subject Viva-Voce	Skill	--	3	--	100	100
TOTAL				28	21	240	460	700

Trimester – III

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM3T01	Indian Business Environment	Core	4	3	40	60	100
2	PGDM3T02	Operations Research	Core	4	3	40	60	100
3	PGDM3T03	Accounting for Managers	Core	4	3	40	60	100
4	PGDM3T04	Corporate Legal Frame Work	Core	4	3	40	60	100
5	PGDM3T05	Production Operations Management	Core	4	3	40	60	100
6	PGDM3T06	Management Information System	Core	4	3	40	60	100
7	PGDM3S01	Presentation Skills (NC)	Skill	4	--	50	--	--
8.	PGDM3V01	Subject Viva-Voce	Skill	--	3	--	100	100
TOTAL				28	21	240	460	700

SECOND YEAR**Course Structure PGDM (Regular)**

(Effective for the students admitted into first year from the Academic Year 2015-16)

Trimester – IV

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM4T01	Global Business Environment	Core	4	3	40	60	100
2	PGDM4T02	Logistics and Supply Chain Management	Core	4	3	40	60	100
3	PGDM4E --	Paper-1: from Elective 1	Elective	4	3	40	60	100
4	PGDM4E --	Paper-2: from Elective 1	Elective	4	3	40	60	100
5	PGDM4E --	Paper-1: from Elective 2	Elective	4	3	40	60	100
6	PGDM4E --	Paper-2: from Elective 2	Elective	4	3	40	60	100
7	PGDM4S01	Group Discussion Skills & Event Management Skills (NC)	Skill	4	--	50	--	--
8.	PGDM4V01	Subject Viva-Voce	Skill	--	3	--	100	100
TOTAL				28	21	240	460	700

Trimester-V

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM5T01	Strategic Management	Core	4	3	40	60	100
2	PGDM5P01	Mini Project	Core	4	3	50	50	100
3	PGDM5E --	Paper-3: from Elective 1	Elective	4	3	40	60	100
4	PGDM5E --	Paper-4: from Elective 1	Elective	4	3	40	60	100
5	PGDM5E --	Paper-3: from Elective 2	Elective	4	3	40	60	100
6	PGDM5E --	Paper-4: from Elective 2	Elective	4	3	40	60	100
7	PGDM5S01	Negotiation Skills & Career Planning (NC)	Skill	4	--	50	--	--
8.	PGDM5V01	Subject Viva-Voce	Skill	--	3	--	100	100
TOTAL				28	21	240	460	700

Trimester-VI

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM6T01	Entrepreneurship and Small Business Management	Core	4	3	40	60	100
2	PGDM6P02	Report on Industry and Company Analysis	Core	4	3	50	50	100
3	PGDM6E --	Paper-5: from Elective 1	Elective	4	3	40	60	100
4	PGDM6E --	Paper-6: from Elective 1	Elective	4	3	40	60	100
5	PGDM6E --	Paper-5: from Elective 2	Elective	4	3	40	60	100
6	PGDM6E --	Paper-6: from Elective 2	Elective	4	3	40	60	100
7	PGDM6S01	Interview Facing Skills & Public Speaking Skills (NC)	Skill	4	--	50	--	--
8.	PGDM6V01	Subject Viva-Voce	Skill	--	3	--	100	100
TOTAL				28	21	250	450	700
GRAND TOTAL								

Note: L-Lecture Hours, C-Credits, I-Internal Marks, E-External Marks, TM-Total Marks NC-Non Credit

Dual Specialization:

The Specialization (Electives) papers will be offered in the areas of Marketing, Finance, Human Resource Management (HRM), Retail Management, Hospitality and Tourism Management, Information Technology. The students should choose any **Two** of the listed Specialization **areas** in the beginning of the Fourth Trimester (Second year). Specialization will be offered subject to a minimum of 15 students.

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

ELECTIVES

Marketing

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM4EM1	Integrated Marketing Communication	Elective	4	3	40	60	100
2	PGDM4EM2	Consumer Behavior	Elective	4	3	40	60	100
3	PGDM5EM3	Customer Relationship Management	Elective	4	3	40	60	100
4	PGDM5EM4	Services Marketing	Elective	4	3	40	60	100
5	PGDM6EM5	Sales and Channel Management	Elective	4	3	40	60	100
6	PGDM6EM6	International Marketing	Elective	4	3	40	60	100
7	PGDM6EM7	E- Marketing	Elective	4	3	40	60	100

Retail Management

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM4ER1	Fundamentals of Retail Management	Elective	4	3	40	60	100
2	PGDM4ER2	Retail store Management	Elective	4	3	40	60	100
3	PGDM5ER3	Retail sales and Promotion	Elective	4	3	40	60	100
4	PGDM5ER4	Retail Buying Behavior	Elective	4	3	40	60	100
5	PGDM6ER5	Franchise and Vendor Management	Elective	4	3	40	60	100
6	PGDM6ER6	Merchandise Management	Elective	4	3	40	60	100
7	PGDM6ER7	IT Application in Retailing	Elective	4	3	40	60	100

Finance

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM4EF1	Security Analysis and Portfolio Management	Elective	4	3	40	60	100
2	PGDM4EF2	Financial Markets & Services	Elective	4	3	40	60	100
3	PGDM5EF3	Strategic Financial Management	Elective	4	3	40	60	100
4	PGDM5EF4	Merchant Banking	Elective	4	3	40	60	100
5	PGDM6EF5	Financial Research	Elective	4	3	40	60	100
6	PGDM6EF6	International Finance	Elective	4	3	40	60	100
7	PGDM6EF7	Corporate Valuation, Merger and Acquisition	Elective	4	3	40	60	100
8	PGDM6EF8	Micro Finance	Elective	4	3	40	60	100

Human Resource Management

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM4EH1	Human Resource Planning and Development	Elective	4	3	40	60	100
2	PGDM4EH2	Management of Industrial Relations	Elective	4	3	40	60	100
3	PGDM5EH3	Compensation Management	Elective	4	3	40	60	100
4	PGDM5EH4	Employee Welfare & labor laws	Elective	4	3	40	60	100
5	PGDM6EH5	Performance Management	Elective	4	3	40	60	100
6	PGDM6EH6	International human resource management	Elective	4	3	40	60	100
7	PGDM6EH7	Strategic Human Resource Management	Elective	4	3	40	60	100

Hospitality & Tourism Management

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM4ET1	Fundamentals of Hospitality	Elective	4	3	40	60	100
2	PGDM4ET2	Event Management	Elective	4	3	40	60	100
3	PGDM5ET3	Hospitality & Tourism Management	Elective	4	3	40	60	100
4	PGDM5ET4	Tourism Planning & Development	Elective	4	3	40	60	100
5	PGDM6ET5	Services Quality Management	Elective	4	3	40	60	100
6	PGDM6ET6	Hospitality Strategic Management	Elective	4	3	40	60	100
7	PGDM6ET7	Business & Hospitality Laws	Elective	4	3	40	60	100

Information Technology Management

S N O	SUB. CODE	SUBJECT TITLE	Nature of the course	L	C	I	E	TM
1	PGDM4EI1	Data Base Management Systems	Elective	4	3	40	60	100
2	PGDM4EI2	E-Commerce	Elective	4	3	40	60	100
3	PGDM5EI3	Decision Support Systems	Elective	4	3	40	60	100
4	PGDM5EI4	Marketing of IT	Elective	4	3	40	60	100
5	PGDM6EI5	Networking & Network Security	Elective	4	3	40	60	100
6	PGDM6EI6	ERP (Enterprise Resource Planning)	Elective	4	3	40	60	100
7	PGDM6EI7	Business Analytics	Elective	4	3	40	60	100