

AIMA - PGDM Program

Course Outline

FIRST YEAR

Semester 1	Semester 2
<ul style="list-style-type: none"> • Management Functions & Organization Behavior • Managerial Economics • Business Statistics • Financial & Management Accounting • Introduction to Information Technology • Business Communication 	<ul style="list-style-type: none"> • Operations Management • Human Resource Management • Marketing Management • Economic and Social Environment • Research Methodology • Financial Management

SECOND YEAR

Semester 3(Specialization Module)	
Marketing Management (MM)	Finance Management (FM)
<ul style="list-style-type: none"> • Sales and Distribution Management • Advertising and Brand Management • International Marketing Management • Marketing of Services • Consumer Behavior 	<ul style="list-style-type: none"> • Management Control Systems • Security Analysis & Portfolio Management • International Finance • Corporate Finance • Management of Financial Services
Human Resources Management (HRM)	Operations Management (OM)
<ul style="list-style-type: none"> • Performance Management • Training and Development • Managerial Leadership • International Human Resource Management • Managing Change through Organizational Dev. 	<ul style="list-style-type: none"> • Technology Management • Project Management • Supply Chain Management • Operations Strategy • Quality Management
Information Systems (IS)	
<ul style="list-style-type: none"> • Computer Networks • Fundamentals of E-Commerce • Software Engineering • Database Management • Management of Information Technology 	
Semester 4	
<ul style="list-style-type: none"> • Business Law & corporate Governance • International Business • Entrepreneurial Management • Strategic Management & Ethics • Project Work 	