

PGDM (Post Graduate Diploma in Management)

The **Post Graduate Diploma in Management (PGDM)** is an **AICTE approved program** offered by SIESCOMS, addressing the need for multi-faceted and multi-skilled managers who are capable of handling complex situations and are quick to adapt to change. **This program has been accredited by International Accreditation Body-ACBSP,USA.**

The PGDM is a 24-month full time program spanning over four semesters and offers students a choice of subject specialization ensuring that they are thoroughly skilled in at least one functional area. The course seeks to enhance the students' learning by offering knowledge-building projects in each semester, while fine-tuning their Leadership, Entrepreneurial, Communication, Inter-personal skills and contributing towards making them ethically sound and socially sensitive corporate leaders and managers.

Program Mission: Imparting Quality and holistic education for developing Business Managers & Socially Responsible Citizens”

Highlights:

- Contemporary syllabus updated every year through a panel of experts
- Induction module at the beginning of the program
- Specializations offered in Finance, Marketing, Human Resources, Operations & systems
- Regular and Quality based corporate integration in terms of Seminars, Workshops, Guest Lectures, Visiting Faculty, Corporate Interaction Series and Concurrent Projects
- Leadership development programs
- Personality development programs
- Entrepreneurial development programs
- Foreign language (Business German) as an optional subject
- Mandatory annual NGO project aimed at making the students socially sensitive corporate managers
- Fostering and nurturing a research environment and mentality in the students aimed at sharpening their analytical skills.

Course Outline

FIRST YEAR

Semester 1

1) Financial and Cost Accounting

- 2) General Management
- 3) Legal Aspect of Business
- 4) Managerial Communication-I
- 5) Managerial Economics
- 6) Financial Management-1
- 7) Marketing Management
- 8) Organizational Behavior
- 9) Research Methodology
- 10) Statistics for Management
- 11) Introduction to Operation Management
- 12) CSR

Semester 2

- 1) Human Resources Management
- 2) Advanced Marketing Management
- 3) Decision Science
- 4) Financial Management
- 5) Macro Economics
- 6) Management Accounting
- 7) Managerial Communication-II
- 8) Operations Management
- 9) Strategic Management

SUMMER TRAINING

This is an exclusive two months training program at the end of the First year. It is a firsthand unique opportunity to the students to actually relate all the classroom discussions and theoretical education with the practical corporate arena. Considered as a major stepping stone in their career, these summer internships also help students crystallize their future career path.

SECOND YEAR

Semester 3

Core Subject: International Business

Finance Specialization

- 1) Advanced Financial Management
- 2) Derivatives
- 3) International Finance
- 4) Investment Banking
- 5) Portfolio Management and Security Analysis
- 6) Quantitative Models in Finance
- 7) Sales & Marketing of Financial Services

Marketing Specialization

- 1) B2B Marketing and CRM
- 2) Brand Management
- 3) Integrated Marketing Communication
- 4) Marketing Strategy
- 5) Quantitative Models in Marketing
- 6) Retail Management
- 7) Rural Marketing
- 8) Services Marketing
- 9) Logistics and Supply Chain Management
- 10) Consumer & Institutional Buying Behavior
- 11) Sales and Distribution Management

8) Strategic Cost Management 9) Valuation 10) Banking and Insurance 11) Financial Markets and Institutions	12) Finance Minor-Banking, Insurance & Wealth Management 13) IT Minor-IT Applications and Business Analytics
HR Specialization <ol style="list-style-type: none"> 1) Compensation and Benefits 2) Competency and performance management 3) HRP and HRA 4) Introduction to Industrial Relation and Labor Welfare 5) Organization Development 6) Organizational Theory and Organization Structure 7) Psychometric Testing 8) Strategic HR Management 9) Training and Development 10) Labor Laws 11) HR Applications 	Operations Specialization <ol style="list-style-type: none"> 1) Advanced Supply Chain Management 2) Business Process Re-engineering and Benchmarking 3) Logistics and Supply Chain Management 4) Materials Management 5) Operations Planning and Control 6) Quantitative Models in Operations 7) Technology Management including Manufacturing Strategy 8) World Class Manufacturing Practices 9) Insurance Operations Management 10) Banking Operations Management
Information Technology Specialization <ol style="list-style-type: none"> 1) Software Engineering 2) Business Intelligence 3) Enterprise Resource Planning 4) Knowledge Management 5) Technology Platform 6) Database Management System 7) Software Testing 8) Information Systems Audit 	

Semester 4

Core Subjects

- Entrepreneurship and Innovations Management
- Business Ethics ,Human Rights and Corporate Governance
- Project Management

Finance Specialization

- 1) Commodities and Derivatives
- 2) Stress Asset Management
- 3) Financial Modelling
- 4) Project Finance
- 5) Mergers, Acquisition and Corporate restructuring
- 6) Special Studies

Marketing Specialization

- 1) Social Media Marketing
- 2) Media Planning and Management
- 3) Advanced Brand Management
- 4) Marketing of Non-Profit Organization

HR Specialization

- 1) International HR Management
- 2) Change Management
- 3) Counselling and Mentoring

Operations Specialization

- 1) Advanced Operations Management
- 2) Service Operations Management
- 3) Operation Strategy
- 4) Materials Handling & Transportation
- 5) Total Quality Management
- 6) Special Studies

Information Technology Specialization

- 1) IT Infrastructure Management
- 2) Technology Competition and Strategy
- 3) Data Warehousing and Data Mining
- 4) Managing Technology Business
- 5) Technology Forecasting**