

PGDM Syllabus

(Session 2024-26)



**Kejriwal Institute of Management
& Development Studies
Ranchi-834010**

Foreword

A program leading to the Post Graduate Diploma in Management is a full time, Two Year Post Graduate program being offered at KIMDS, Ranchi.

The program objectives are to provide a general management perspective to the candidates, with an appreciation of the theoretical frameworks, analytical methods required for functioning effectively and efficiently as a member of the management group, at entry level executive onwards.

As per the AICTE guideline dated 9th January 2012, the program structure comprises of a two-part structure with

- (i) a compulsory set of courses covering all foundation areas in management, and to build a holistic general management perspective; and
- (ii) a set of elective courses with a functional and domain thrust aimed at building the job specific skills and knowledge in the chosen functional area of management.

The unique features of the programme are as follows:

1. The program leading to the Post Graduate Diploma in Management is a full-time, two-year Post Graduate programme.
2. The PGDM program has an annual structure, with each academic year divided into three parts- trimesters; spread over two academic years. There will be a total of six trimesters in the entire course duration.
3. Two-part structure with a compulsory set of courses covering all foundation areas in management and building a holistic general management perspective, and a set of elective courses with a functional and domain thrust are aimed at building the job specific skills and knowledge in the chosen area of management.
4. One credit worth of coursework would be equivalent to ten hours of in-class workload, and hence each course involving thirty in-class hours would be worth three credits each.
5. The compulsory courses across the foundation areas of management would involve 21 courses in the first year and 16 courses scheduled in the second year.
6. Dual Specialisation offered with Marketing and Finance or Marketing & HR option.
7. Between the two years, there is a mandatory internship with an organization, of 4-6 weeks' duration, culminating in a project report submission and presentation that will be evaluated. This will have a weightage of three credits, equivalent to one course of thirty hours in-class.
8. There is a mandatory OJT/ live project in the sixth trimester.
9. All courses are of 30 hours' duration and shall be of 03 credits each.
10. There shall be one mid-term examination in every course followed by end-term examination.
11. The contents shall be reviewed every two years, and the structure every three years.
12. Further many other activities would also require student attention such as placement, continued internship, industry/alumni mentorship programs, soft skill courses, etc.

Director
KIMDS

KIMDS PGDM Program Structure

(Session July 2024-26)

PGDM – 1st Year

Trimester I	Trimester II	Trimester III
Principles & Practices of Management	Organizational Behaviour	Human Resource Management
Managerial Economics	Business Environment	Research Methodology
Business Statistics	Operations Management	Consumer Behaviour
Marketing Management – I	Marketing Management – II	Business Law
Financial Reporting & Analysis	Managerial Accounting	Financial Markets
Business Communication - I	Business Communication - II	Campus to Corporate
Managerial Computing	Corporate Finance	Personality Growth Lab-I

Summer Internship Programme (04 to 06 Weeks)

PGDM 2nd Year

Trimester IV		Trimester V		Trimester VI
Compulsory Course		Compulsory Course		Compulsory Course
1. Strategic Management		Business Ethics & Corporate Social Responsibility		PPO/ OJT/ Live Project Work
2. SIP Report & Viva				
Elective Courses				
3 Electives in 2 specialization each		3 Electives in 2 specialization each		
Marketing	Elective I	Marketing	Elective IV	
	Elective II		Elective V	
	Elective III		Elective VI	
Finance	Elective I	Finance	Elective IV	
	Elective II		Elective V	
	Elective III		Elective VI	
Human Resource	Elective I	Human Resource	Elective IV	
	Elective II		Elective V	
	Elective III		Elective VI	

Elective Courses: Trimester-IV & V

Marketing Electives	Finance Electives	HR Electives
Sales & Distribution Management	Financial Risk Management	Man Power Planning & Resourcing
Advertising & Promotion	Financial Services	Management Training & Development
Digital Marketing	Financial Statement Analysis	Leadership and Organizational Change
Retail Management	Financial Derivatives	Strategic HRM
Product & Brand Management	Investment Management	Negotiation & Conflict Management
Services Marketing	Strategic Financial Management	Talent Management for Business Managers
Rural Marketing	Business Valuation	Compensation Management
Strategic Marketing	Project Appraisal and Financing	Industrial Relation & Labour Laws
Consumer Behaviour	Tax Planning and Administration	Cross Culture & Team Dynamics
Customer Relationship Management	Mergers & Acquisitions	HRIS & HR Audit