

Post Graduate Diploma in Management (PGDM)

Philosophy

"Nurturing Management Professionals to face the challenges of the upcoming Industry 4.0"

Mega trends defining the Business Environment

- Digitization
- Blurring lines between Industries
- Imperatives of Sustainable Business model
- Entrepreneurship

AICTE Guidelines

AICTE has proposed emphasis on following courses:

- Entrepreneurship and innovation
- Sustainability and Social Responsiveness
- Management of social and not for profit sectors
- Management of MSME
- AICTE guidelines on credits and total number of hours
- First year 54 credit core courses
- Second year 42 credits of electives
- Internship and field work 06 credits
- Total 102 credits

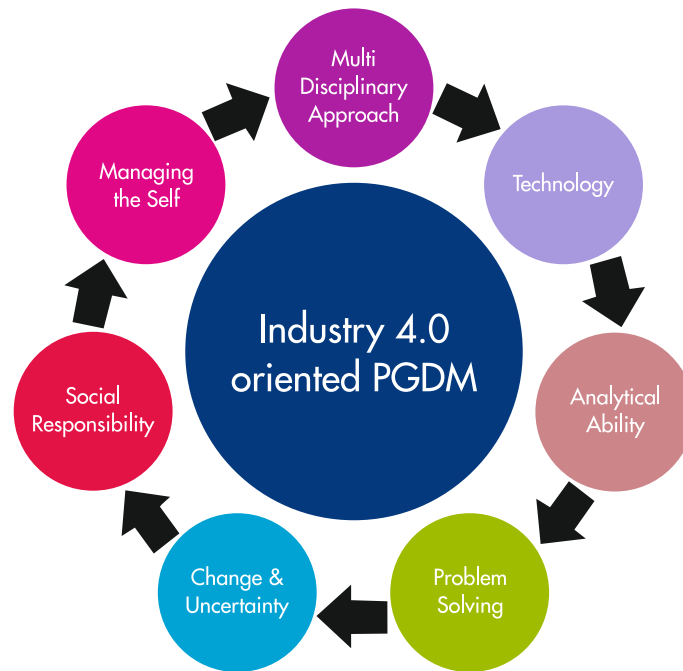
PGDM Program Educational Objectives

- To provide quality education with integration of global perspective , technology , data analytics and sustainability.
- To develop leadership capabilities among the students through value based education and ethical behaviour.
- To encourage our students to participate in societal development through 'Dayitva'.
- To develop and connect through industry-academic interface.
- To inculcate experiential learning for skill development through capstone project.

PGDM Program Outcomes

- Ability to apply fundamental management knowledge.
- Application of domain/functional knowledge.
- Enhancement of managerial problem solving ability.
- To understand and appreciate the impact of globalisation.
- To enhance technological and analytical skills and make them industry ready professionals.
- To sensitize the students about their role towards society and environment.

PGDM Program Architecture



Industry 4.0 Oriented Programme Architecture

Experiential Learning

Trimester	Industry Project	NEN	Dayitva	Value Added Initiatives
Trim I: Foundation of Business Decisions	↔ Start of IIP	Foundation: •Opportunity	Community Projects on: •Hygiene •Sanitation •Healthcare	Workshop: •Personal Growth
Trim II: Positioning in the competitive environment	↔ Company Analysis	•Discovery Techniques •Lean Methodology •Value Canvas		•Leadership Development •Emotional Intelligence •Business Intelligence
Trim III: Decision Tools & Application of Learning	↔ IIP Submission	•Prototyping •Minimum Viable •Product (MVP)	Focus on 17 Sustainable Development Goals of UN	•Cyber Security •Cloud Computing •Metaverse •Design Thinking
Summer Internship		Advance: •Pivoting Needs •Sales, Finance & •People Mapping •Sources of Funds	Project with Corporates on Sustainability	
Trim IV: Specialization	} Domain Project			
Trim V: Customization				
Trim VI: Integrative Challenge	↔ Capstone Project	•Investor Pitch •Venture Sustainability		

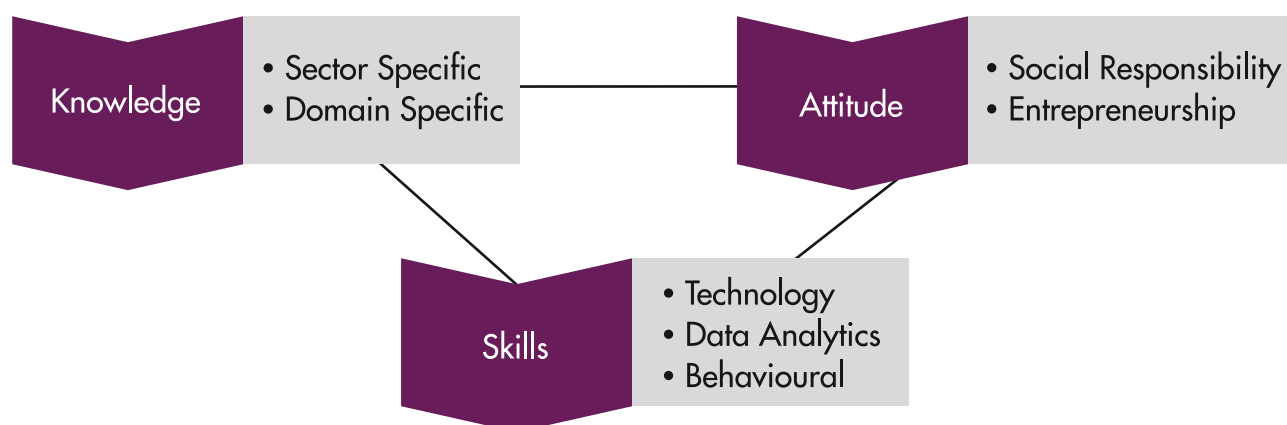
KMS reserves the right to alter the program structure.

Post Graduate Diploma in Management (PGDM)

The programme is based on the following aspects:

- Personality Development
- Design Thinking
- New Business Technology
- Analytics
- Rural Immersion
- Industry Collaboration (Six months Capstone in second year)
- Projects with the Social Sector (Dayitva)
- MSME (Domain specific project- Second year)
- Globalization (International Immersion)
- Beyond classroom learnings (Outbound Training)
- Entrepreneurship
- Hybrid Learning Model (LMS)

KSA Model



- Total Credits = 120
- Class Room Teaching will be 1070 hours across the two years
- Six Trimesters

Distribution of credits and subjects

One Credit is 10 hours of Classroom teaching

Trimester	I	II	III	IV	V	VI	Total
No. of Credits	27	24.5	22.5	24	18	4	120
No. of Subjects	15	11	09	8	6	1	50

Sr. No.	Beyond classroom learning:	No. of Credits
1.	Dayitva	2.0
2.	Industry Immersion Project	2.0
3.	Comprehensive Exam	2.0
4.	Summer Internship	1.0
5.	Capstone Project	2.0

First Year

Foundation Module (Duration 4 Weeks):

To bring all the students on same level of learning, the following subjects will be covered:

Sr. No.	Subject	No. of Credits
1.	Learning Management	1.0
2.	Financial Accounting	1.0
3.	Communication Skills	0.5
4.	Quantitative Skills	0.5
5.	Introduction to Economics	0.5
6.	Case based Learning	1.0
7.	Basic Excel	0.5
Total		5 Credits

At the end of Foundation module the students will be assessed for their improvement through assignments.

Trimester I – Foundation of Business Decision (13 weeks)

Sr. No.	Subject	No. of Credits
1.	Marketing Management - I	3.0
2.	Financial Statement Analysis	3.0
3.	Business Statistics	3.0
4.	New Business Technology	3.0
5.	Micro Economics	3.0
6.	Managerial Communication - I	3.0
7.	People Management - I	3.0
8.	Dayitva - Social Responsibility of Business (SRB)	1.0
Total		22 Credits

Trimester II - Positioning in the Competitive Environment (15 Weeks)

Sr. No.	Subject	No. of Credits
1.	Financial Management	3.0
2.	Business Environment	3.0
3.	Business Operations Management	3.0
4.	Marketing Management - II	3.0
5.	Managerial Communication - II	1.5
6.	People Management - II	3.0
7.	Dayitva - Social Responsibility of Business (SRB) Projects	1.0
8.	Cost Management	1.0

to be continue...

9.	Business Research Methods	1.0
10.	NEN - Basics of Entrepreneurship	3.0
11.	Programming Python	2.0
Total		24.5 Credits

Trimester III - Decision Tools and Application of Learning (13 Weeks)

Sr. No.	Subject	No. of Credits
1.	Decision Science	3.0
2.	Marketing Management - II	3.0
3.	Financial Decision Making	3.0
4.	Human Capital Management	3.0
5.	Business Law	2.0
6.	Taxation	2.0
7.	Dayitva - Social Responsibility of Business (SRB) Projects	1.5
8.	NEN - Advanced Entrepreneurship	3.0
9.	Industry Immersion Project	2.0
Total		22.5 Credits

Second Year

Specialisations:



Subjects common for all specialisation.

Trimester IV

Sr. No.	Common Subjects	Credits
1.	Strategic Management	3.0
2.	International Business	3.0
3.	Summer Internship Project	2.0
4.	Comprehensive Examination	1.0
Total		9 Credits

Trimester V

Sr. No.	Common Subjects	Credits
1.	Corporate Governance and Ethics	3.0
2.	Cross Cultural	1.0
Total		3 Credits

Trimester VI

Sr. No.	Name of Subject	Credits
1.	Capstone Project	4.0

Marketing - Trimester IV (Electives)

Sr. No.	Subject	Credits
1.	Consumer Behaviour	3.0
2.	Product & Brand Management	3.0
3.	Sales & Distribution	3.0
4.	Integrated Marketing Communication	3.0
5.	Market Research	3.0
6.	Retail Management	3.0
Total		18 Credits

Marketing - Trimester V (Electives)

Sr. No.	Subject	Credits
1.	Pricing	3.0
2.	Services Marketing	3.0
3.	Sales Promotion	3.0
4.	Social Media & Digital Marketing	3.0
Total		12 Credits

Finance - Trimester IV (Electives)

Sr. No.	Subject	Credits
1.	Fiscal Policy & Corporate Tax Planning	3.0
2.	Security Analysis & Portfolio Management	3.0
3.	Corporate Valuation & Mergers and Acquisitions	3.0
4.	International Finance	3.0
5.	Financial Markets & Institutions	3.0
6.	Equity Research	3.0
Total		18 Credits

Finance - Trimester V (Electives)

Sr. No.	Subject	Credits
1.	Managing Banks & Financial Institutions	3.0
2.	Financial Modelling	3.0
3.	Corporate Law	3.0
4.	Financial Derivatives	3.0
Total		12 Credits

Business Analytics - Trimester IV (Electives)

Sr. No.	Subject	Credits
1.	Data Science with Python and R	3.0
2.	Predictive Modelling	3.0
3.	Optimization Analytics	3.0
4.	Spreadsheet Modelling	3.0
5.	Machine Learning	3.0
6.	Operation Analytics	3.0
Total		18 Credits

Business Analytics - Trimester V (Electives)

Sr. No.	Subject	Credits
1.	Data Visualization and Interpretation	3.0
2.	Marketing Analytics	3.0
3.	Big Data Analytics	3.0
4.	Financial Analytics	3.0
Total		12 Credits

Human Resource - Trimester IV (Electives)

Sr. No.	Subject	Credits
1.	Industrial Relation & Labour Laws	3.0
2.	Compensation & Benefits	3.0
3.	Human Resource Planning	3.0
4.	HR Analytics	3.0
5.	Training & Development	3.0
6.	Talent Management	3.0
Total		18 Credits

Human Resource - Trimester V (Electives)

Sr. No.	Subject	Credits
1.	International HRM	3.0
2.	Inclusion & Diversity	3.0
3.	Competency Mapping	3.0
4.	OD & Change Management	3.0
Total		12 Credits

Operations - Trimester IV (Electives)

Sr. No.	Subject	Credits
1.	Supply Chain and Logistics Management	3.0
2.	Manufacturing Planning and Control	3.0
3.	Strategic Operations Management	3.0
4.	Sourcing Management	3.0
5.	Supply Chain Analytics	3.0
6.	Quality Management	3.0
Total		18 Credits

Operations - Trimester V (Electives)

Sr. No.	Subject	Credits
1.	Global Logistics Management	3.0
2.	Sales and Operations Management	3.0
3.	Behavioural Operations Management	3.0
4.	New Business Technology in Operations	3.0
Total		12 Credits