

STEP-HBTI
Nawabganj, Kanpur

Post Graduate Diploma in Management (PGDM)

Batch 2017-2019

First Semester

S.no.	Name of Subject	Subject Code
1	Management Functions & Organizational behaviour	PGDM-101
2	Managerial Economics	PGDM-102
3	Quantitative Techniques	PGDM-103
4	Financial Accounting	PGDM-104
5	Business Law	PGDM-105
6	Business Environment	PGDM-106
7	IT for Managers	PGDM-107
8	Business Communication (Audit Course)	PGDM-108
9	Internship/Project (2 weeks)	PGDM PR-01

Second Semester

S.no.	Name of Subject	Subject Code
1	Marketing Management	PGDM-201
2	Financial Management	PGDM-202
3	Management Accounting	PGDM-203
4	Research Methodology	PGDM-204
5	Production & Operations Management	PGDM-205
6	Human Resource Management	PGDM-206
7	E-Governance	PGDM-207
8	Summer Internship (8 weeks)	PGDM PR- 02

Third Semester

S.no.	Name of Subject	Subject Code
1	Strategic Management	PGDM-301
2	Management Information System	PGDM-302
3	International Business	PGDM-303
4	Elective-1	
5	Elective-1	
6	Elective-2	
7	Elective-2	
8	Winter Dissertation (4 Weeks)	PGDM PR-03

Fourth Semester

S.no.	Name of Subject	Subject Code
1	Entrepreneurship & Project Management	PGDM-401
2	Elective-1	
3	Elective-1	
4	Elective-2	
5	Elective-2	
6	Cyber Security (Audit Course)	PGDM-402
7	Internship/Project (4 weeks)	PGDM PR- 04
8	Research Paper(Paper submission/ publication in any of refereed research journal	PGDM RP- 01

Electives Offered to the Students in Third & Fourth Semester

Marketing

S.no.	Name of Subject	Subject Code
1	Sales and Distribution Management	MM 31
2	Consumer Behavior	MM 32
3	Customer Relationship Management	MM 33
4	Marketing of Services	MM 34
5	Retail Management	MM 35
6	Brand Management	MM 41
7	Advertising Media Management	MM 42
8	Agri Business & Rural Marketing	MM 43
9	Hospitality Management	MM 44
10	Event Management	MM 45
11	Digital Marketing	MM 46

Finance

S.no.	Name of Subject	Subject Code
1	Working Capital Management	FM 31
2	Financial Markets and Services	FM 32
3	Behavioural Finance	FM 33
4	Micro Finance and Rural Banking	FM 34
5	Goods & Service tax	FM 35
6	Investment Management	FM 41
7	Personal Income Tax	FM 42
8	Banking & Finance	FM 43

9	Risk and Insurance Management	FM 44
10	Corporate Tax Planning	FM 45

Human Resource Management

S.no.	Name of Subject	Subject Code
1	Human Resource Development	HR 31
2	Industrial Relations and Labor Laws	HR 32
3	Competency Mapping & Performance Management	HR 33
4	Training & skill development	HR 34
5	Strategic HRM	HR 41
6	International HRM	HR 42
7	Organization Change and Development	HR 43
8	Behavioural Sciences	HR 44

Operations Management

S.no.	Name of Subject	Subject Code
1	Innovation, Technology and New Product Development	OM 31
2	Operations Strategy	OM 32
3	Service Operations Management	OM 33
4	Quality Management	OM 34
5	Production & Planning Control	OM 41
6	Waste & Environmental Management	OM 42
7	Warehouse & Materials Management	OM 43

International Business

S.no.	Name of Subject	Subject Code
1	International Marketing	IB 31
2	Export- Import Documentation	IB 32
3	International Finance Management	IB 33
4	International Business Environment	IB 34
5	International Logistics Management	IB 41
6	International Retail Management	IB 42
7	Foreign Exchange Management	IB 43

Entrepreneurship & Skill Development

S.no.	Name of Subject	Subject Code
1	Entrepreneurship & Skill Development	EM 31
2	MSME Management	EM 32
3	Social Entrepreneurship	EM 33
4	Family Business Management	EM 34
5	Start Up's Business Management	EM 41
6	Rural Entrepreneurship	EM 42
7	Entrepreneurial Finance	EM 43
8	Skill Development	EM 44

Information Technology

S.no.	Name of Subject	Subject Code
1	E Commerce	IT 31
2	Database Management System	IT 32
3	Data Analytics	IT 33

4	Information Security & Risk Management	IT 34
5	ERP Implementation	IT 41
6	Data Communication & Networking	IT 42
7	Decision Support Systems	IT 43

The total credits in PGDM programme would be 110 each credit score represents 25 marks.

S. No.	Semester	Total Credit	Total Marks
1.	I Semester	26	650
2.	II Semester	26	650
3.	III Semester	32	800
4.	IV Semester	26	650
	Total	110	2750