

TENTATIVE ACADEMIC CALENDAR **
SESSION 2014-2015

JULY-2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Tuesday			
2	Wednesday			
3	Thursday			
4	Friday			
5	Saturday			
6	Sunday			
7	Monday			
8	Tuesday			
9	Wednesday			
10	Thursday			
11	Friday			
12	Saturday			
13	Sunday			
14	Monday			
15	Tuesday			
16	Wednesday			
17	Thursday			
18	Friday			
19	Saturday			
20	Sunday			
21	Monday			
22	Tuesday			
23	Wednesday			
24	Thursday			
25	Friday	Trimester-I Commences with Orientation Week		1
26	Saturday	Orientation Week		2
27	Sunday	Orientation Week		
28	Monday	Orientation Week	NEN/NSS-Orientation	3
29	Tuesday	Eid-ul-Fittar		
30	Wednesday	Orientation Week		4
31	Thursday	Orientation Week		5

AUGUST-2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Friday	Orientation Week		6
2	Saturday		NSS-Tree Plantation	7
3	Sunday			
4	Monday			8
5	Tuesday			9
6	Wednesday			10
7	Thursday	Industry Academia Interface		11

8	Friday			12
9	Saturday			13
10	Sunday	Raksha Bandhan		
11	Monday			14
12	Tuesday			15
13	Wednesday		NEN-Rs. 50 Exercise	16
14	Thursday	Industry Academia Interface		17
15	Friday	Independence Day Celebration		
16	Saturday		Talent Hunt	18
17	Sunday			
18	Monday	Janmashtami		
19	Tuesday			19
20	Wednesday			20
21	Thursday		NEN-E- Baithak	21
22	Friday			22
23	Saturday	Local Industrial Visit		23
24	Sunday			
25	Monday			24
26	Tuesday			25
27	Wednesday			26
28	Thursday	Industry Academia Interface		27
29	Friday			28
30	Saturday		Fresher's Day	29
31	Sunday			

SEPTEMBER-2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Monday	Filling of Enrollment & Examination Forms		30
2	Tuesday	"		31
3	Wednesday	"		32
4	Thursday		NSS- Self Defense Demonstration	33
5	Friday			34
6	Saturday	Industry Academia Interface		35
7	Sunday			
8	Monday	CA Tests		36
9	Tuesday	"		37
10	Wednesday	"		38
11	Thursday	Industry Academia Interface		39
12	Friday			40
13	Saturday	Local Industrial Visit	NEN Activity (Idea Generation)	41
14	Sunday			
15	Monday			42
16	Tuesday			43
17	Wednesday			44
18	Thursday	Industry Academia		45

		Interface		
19	Friday			46
20	Saturday		NEN-Movie Screening	47
21	Sunday			
22	Monday			48
23	Tuesday			49
24	Wednesday			50
25	Thursday	Navratra Sthapna		
26	Friday	Industry Academia Interface		51
27	Saturday		NEN- E Workshop	52
28	Sunday			
29	Monday			53
30	Tuesday		Current Affairs Forum Meet	54

OCTOBER-2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Wednesday		NSS-Blood Donation Camp	55
2	Thursday	Maha Navami / Mahatama Gandhi Jayanti		
3	Friday	Vijay Dashmi (Dussehra)		
4	Saturday		NEN-Movie Screening	56
5	Sunday			
6	Monday	Id Ul Zuha (Bakrid)		
7	Tuesday			57
8	Wednesday			58
9	Thursday			59
10	Friday			60
11	Saturday	Preparation Leave		
12	Sunday			
13	Monday	Trimester End Examination		
14	Tuesday	"		
15	Wednesday	"		
16	Thursday	"		
17	Friday	"		
18	Saturday	"	Alumni Meet	
19	Sunday			
20	Monday	Deepawali Break		
21	Tuesday	"		
22	Wednesday	"		
23	Thursday	Deepawali		
24	Friday	Goverdhan Puja		
25	Saturday	Bhaiya Dooj		
26	Sunday			
27	Monday	Trimester II Commences		1
28	Tuesday			2
29	Wednesday		NEN Business Plan	3
30	Thursday		Current Affairs Forum Meet	4
31	Friday			5

NOVEMBER-2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Saturday		NSS-Guest Lecture	6
2	Sunday			
3	Monday	One Resource Person - Workshop		7
4	Tuesday	Muharram (Tajia)		
5	Wednesday			8
6	Thursday	Gurunanak Jayanti		
7	Friday		Marketing Club Activity	9
8	Saturday	Local Industrial Visit	NEN-Bazaar on Campus	10
9	Sunday			
10	Monday			11
11	Tuesday			12
12	Wednesday			13
13	Thursday	Industry Academia Interface		14
14	Friday			15
15	Saturday		NEN-Back of the Envelope	16
16	Sunday			
17	Monday			17
18	Tuesday			18
19	Wednesday			19
20	Thursday	Industry Academia Interface		20
21	Friday			21
22	Saturday			22
23	Sunday			
24	Monday	Filling of Examination Forms		23
25	Tuesday	"		24
26	Wednesday	"		25
27	Thursday	Industry Academia Interface		26
28	Friday			27
29	Saturday		NEN - Idea Generation	28
30	Sunday			

DECEMBER-2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Monday		NSS-World AIDS Awareness Day	29
2	Tuesday			30
3	Wednesday			31
4	Thursday	Industry Academia Interface		32
5	Friday			33
6	Saturday		NSS Activity-Eye Check-up Camp	34
7	Sunday			
8	Monday	Tentative Date for		35

		Convocation	
9	Tuesday		36
10	Wednesday		37
11	Thursday	CA Tests	
12	Friday	"	
13	Saturday	"	
14	Sunday		
15	Monday		38
16	Tuesday		39
17	Wednesday		40
18	Thursday	Industry Academia Interface	41
19	Friday		42
20	Saturday		43
21	Sunday		
22	Monday		44
23	Tuesday		45
24	Wednesday		46
25	Thursday	Christmas Day	
26	Friday	Winter Break	
27	Saturday	"	
28	Sunday	"	
29	Monday	"	
30	Tuesday	"	
31	Wednesday	"	

JANUARY-2015

Date	Day	"		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Thursday	New Year's Day		
2	Friday			47
3	Saturday	Barawafat Holiday		
4	Sunday			
5	Monday			48
6	Tuesday			49
7	Wednesday			50
8	Thursday	Industry Academia Interface		51
9	Friday			52
10	Saturday	Local Industrial Visit		53
11	Sunday			
12	Monday			54
13	Tuesday		NSS-Fly Peace Kite Competition	55
14	Wednesday	Makar Sankranti		
15	Thursday			56
16	Friday			57
17	Saturday		NEN Activity -Funnovation	58
18	Sunday			
19	Monday			59
20	Tuesday		Intra-Institute Activity	60
21	Wednesday			61
22	Thursday			62

23	Friday			63
24	Saturday	Examination Preparation Leave		
25	Sunday			
26	Monday	Republic Day		
27	Tuesday	Trimester End Examination		
28	Wednesday	"		
29	Thursday	"		
30	Friday	"		
31	Saturday	"		

FEBRUARY-2015

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Sunday			
2	Monday	Trimester End Examination		
3	Tuesday			
4	Wednesday	Trimester III Commences		1
5	Thursday			2
6	Friday	NEN e-week		3
7	Saturday			4
8	Sunday			
9	Monday			5
10	Tuesday			6
11	Wednesday			7
12	Thursday			8
13	Friday	International Conference with IDCA		
14	Saturday	"		
15	Sunday			
16	Monday			9
17	Tuesday	Maha Shivratri		
18	Wednesday			10
19	Thursday	Industry Academia Interface		11
20	Friday			12
21	Saturday		NSS- Road Safety Awareness	13
22	Sunday			
23	Monday			14
24	Tuesday			15
25	Wednesday			16
26	Thursday	Industry Academia Interface		17
27	Friday			18
28	Saturday			19

MARCH-2015

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Sunday			

2	Monday			20
3	Tuesday			21
4	Wednesday			22
5	Thursday	Holi		
6	Friday	Dhulandi		
7	Saturday			23
8	Sunday			
9	Monday			24
10	Tuesday			25
11	Wednesday			26
12	Thursday	Mosaic - 2015		
13	Friday	"		
14	Saturday	"		
15	Sunday			
16	Monday			27
17	Tuesday			28
18	Wednesday			29
19	Thursday	One Resource Person - Workshop		30
20	Friday			31
21	Saturday	Filling of Examination Forms	Current Affair Forum Meet	32
22	Sunday			
23	Monday	CA Tests		
24	Tuesday	"		
25	Wednesday	"		
26	Thursday	Industry Academia Interface		33
27	Friday		NEN Activity - Ideas from a Newspaper	34
28	Saturday	Ram Navami		
29	Sunday			
30	Monday			35
31	Tuesday			36

APRIL-2015

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Wednesday			37
2	Thursday	Mahaveer Jayanti		
3	Friday			38
4	Saturday	Completion of Pre Summer Training Formalities	Industry Academia Interface	39
5	Sunday			
6	Monday		NEN Activity -Close to the Heart Ideas	40
7	Tuesday			41
8	Wednesday			42
9	Thursday			43
10	Friday	National Conference - 2015		
11	Saturday	"		
12	Sunday			
13	Monday			44

14	Tuesday	Ambedkar Jayanti		
15	Wednesday			45
16	Thursday	Industry Academia Interface		46
17	Friday			47
18	Saturday		NSS- Guest Lecture	48
19	Sunday			
20	Monday			49
21	Tuesday			50
22	Wednesday			51
23	Thursday	Industry Academia Interface		52
24	Friday			53
25	Saturday		Farewell Party	
26	Sunday			
27	Monday			54
28	Tuesday			55
29	Wednesday			56
30	Thursday			57

MAY-2015

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Friday			58
2	Saturday			59
3	Sunday			
4	Monday			60
5	Tuesday			61
6	Wednesday	Preparation Leave		
7	Thursday	Trimester End Examination		
8	Friday	"		
9	Saturday	"		
10	Sunday			
11	Monday	Trimester End Examination		
12	Tuesday	"		
13	Wednesday	"		
14	Thursday	Commencement of Summer Vacation		
15	Friday			
16	Saturday			
17	Sunday			
18	Monday			
19	Tuesday			
20	Wednesday			
21	Thursday			
22	Friday			
23	Saturday			
24	Sunday			
25	Monday			
26	Tuesday			
27	Wednesday			
28	Thursday			
29	Friday			

30	Saturday			
31	Sunday			

JUNE-2015

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Monday			
2	Tuesday			
3	Wednesday			
4	Thursday			
5	Friday			
6	Saturday			
7	Sunday			
8	Monday			
9	Tuesday			
10	Wednesday			
11	Thursday			
12	Friday			
13	Saturday			
14	Sunday			
15	Monday			
16	Tuesday			
17	Wednesday			
18	Thursday			
19	Friday			
20	Saturday			
21	Sunday			
22	Monday			
23	Tuesday			
24	Wednesday			
25	Thursday			
26	Friday			
27	Saturday			
28	Sunday			
29	Monday			
30	Tuesday			

Summer Training Completion by 07 July 2015
Tentative Date for MBA-IV Trimester Commencement 16 July 2015

1. About ISIMTC

Established in 1995, International School of Informatics and Management popularly known as IIIM is among the top three B-Schools of Rajasthan which has been imparting quality education for over a decade. The milestones achieved in this journey towards academic excellence include recognition among top 50 Business Schools in the country by the Business World survey, 2013 and CSR GHRDC survey 2008 - 2013. The Institute received 'A' rating in Business Standard Best B-school Survey 2013. ISIMTC is one of the constituents of the IIS Institutional Network promoted by the Indian Council for International Amity (ICFIA).

The student centric pedagogy in teaching and learning process and impetus on holistic development has made ISIMTC one of the best management institute of higher education in the state which is well admired in the academic, corporate and student fraternity for its efforts to add vibrancy to the educational environment. The institute strives to impart quality education that helps the learners discover a wealth of opportunities in a supportive environment based on empowerment, sense of purpose, compassionate judgment, commitment to learning and positive values.

Realizing the challenges of the 21st century ISIMTC has started the PGDM Programme with the objective of enhancing quality management education by striking a good balance between academic work and the rest of life. The entire learning process is focused on inculcating a habit of independent thinking and communicating ideas without hesitation so as to groom competent managers and enthusiastic entrepreneurs with a global mindset and a strong foundation of core human values.

At ISIMTC, the students are nurtured and trained for success. The institution has sustainable good practices in teaching, learning and evaluation to achieve academic excellence. The course design and pedagogy equip the students to lead diverse organizations in a cross-continental environment. Innovative pedagogy, qualified and experienced faculty, structured industry interface and a state-of-the-art fully integrated campus, contribute immensely towards making the students future-ready managers.

2. Programmes

2.1. Master in Business Administration

The two year MBA programme is designed to establish the match between management theory and practice, develop the capacity for analysis and judgment, inculcate the zeal for individual excellence and enhance the ability to utilize the full potential of human and material resources. The programme is approved by AICTE and affiliated to Rajasthan Technical University, Kota.

The programme comprises 30 courses, which are of synergistic and integrative nature spread over four Semester and provides the students a well balanced insight into quantitative techniques such as Operations Research, Statistics, Business Economics, etc. along with Management Theories and Methodologies covering, Strategy, Systems, Marketing, Finance and HRD with the aim of effectively integrating all.

2.2 Master of Computer Applications

The three-year full time programme approved by AICTE leads to MCA degree awarded by the Rajasthan Technical University, Kota. The programme endeavours to impart quality education to the students and imbibes in them an ability to understand and assimilate all new ideas and innovations taking place in the rapidly evolving technology sector.

The programme provides the students a deep insight into programming techniques like Structured and Object Oriented methods along with data warehousing and manipulation using Web Applications, DBMS and RDBMS concepts. The students are imparted latest and comprehensive knowledge of networking, data communications and latest storage and computing techniques, the buzzwords of the IT industry.

2.3 Post Graduate Diploma in Management (Trimester Based – Dual Specialization Programme)

ISIMTC started a two year PGDM Programme (second shift) from session 2010-11 duly approved by AICTE, Ministry of HRD, Government of India, with a blend of Indian and International perspective.

The programme focuses on grooming students into well grounded managers and emphasizes on:

- Analytical reasoning, team work and effective communication, imparting a sense of value that encompasses not only work ethics but also a commitment and a passion for management as a science, especially in commercial organizations.
- Developing the mental discipline to blend concept and ideas with strategic planning and action, creatively and innovatively.
- Holistic understanding of various aspects of business interaction through course projects, internships, field assignments and on the job trainings.
- Capability to manage diversity and uncertainty, create wealth and lead change.

2.3 (i) Course Structure

- The programme offers dual specialization in Marketing, Finance, Human Resource, IT and Systems, International Business Management and Production and operation management.
- The total number of courses covered in PGDM shall be 35 which are synergistic and integrative in nature.
- The first year i.e. Trimesters I, II and III include 18 core papers i.e. 6 core papers per Trimester encompassing various managerial functions over and above the case studies which shall be an integral part of the curriculum. All papers included in the first three Trimesters are compulsory.
- The second year i.e. Trimesters IV, V and VI include:
 - a. Internship and summer training with reputed organizations at the end of third Trimester. The internship will, normally, be spread over 6 to 8 weeks. This exposure is a mandatory requirement for the completion of the Programme.
 - b. 6 core theory papers and one core practical paper on summer internship spread over the fourth, fifth and sixth Trimesters are compulsory.
 - c. The institute offers six fields of specialization out of which a candidate has to opt for any two specializations for the purpose of dual specialization in the PGDM Programme.

In the IV and V Trimester a student has to opt two papers from each specialization as elective papers. While in Trimester VI he/ she has to opt for one paper from each specialization as elective paper. Thus the students study ten elective papers in all, five from each specialization in the second year, i.e in Trimester IV, V and VI.

The elective courses offered in the second year will be announced during the third Trimester of the first year. The students will be required to indicate their preferences for the electives during the stipulated time period before they proceed on their internship. The final offer of electives shall be made depending on the number of registrants and availability of seats.

2.3 (ii) Eligibility

A candidate applying for admission to the PGDM Programme must hold a Bachelor's degree with at least 50% marks or equivalent CGPA/ CCWA in any discipline from a recognized University. The Bachelor's degree or the equivalent qualification must entail a minimum 3 years of education after passing Sr. Secondary or 10+2 level examination from a Board recognized by the University or an equivalent examination. In case of the candidates being awarded grades/CGPA/CCWA, the equivalence would be decided as per the criteria of the University/institution from where the degree has been obtained.

Candidates who have appeared for the final examination of the Bachelor's Degree/equivalent examination may also apply. However, their admission will be confirmed only after they submit the mark sheet up to **15 October, 2014** and/ or certificate of having passed the Bachelor's degree or its equivalent examination with at least 50% marks, issued by the competent authority of the examination conducting body.

2.3 (iii) Selection Process

The candidates who have appeared in CAT/MAT/XAT/ATMA/CMAT will be required to appear for group discussion (GD) and personal interview (PI) on the specified date(s).

Group Discussion

Candidates appearing in GD are evaluated on the basis of their performance, as per criteria of, participation level, situation analysis, relationship management, information exchange and delivery skills.

Personal Interview

The candidates short listed on the basis of their percentage/CGPA/CCWA in graduation, their scores in CAT/MAT/XAT/ATMA/CMAT qualifying exam and performance in GD are required to appear for the personal interview. At this stage, potential of a candidate for admission is evaluated on the basis of his/her demeanor, communication and interpersonal skills, judgment, decision making, motivation, initiative, team skills, personality and mannerism.

2.3 (iv) Admission

Admission of the eligible short listed candidates shall be finalized on the basis of consolidated merit of their performance in CAT/MAT/XAT/ATMA/CMAT, percentage in graduation and scores in group discussion and personal interview. The relative weightages assigned to different components of admission process are :

Qualifying Examination score -30%

Graduation percentage-10%

GD score-30%

PI score-30%

3. Credit System

The PGDM programme is based on credit system. Each paper is assigned credits depending on the quantum of work required to be done in a Trimester. Ten hours of work required to be done in a Trimester in classroom teaching of a theory paper or needed for preparation/execution/presentation etc. of a project* is assigned one credit. The formula for assigning credits to a course is further simplified if taken on the basis of the number of contact hours per week, one credit is assigned to one contact hour per week or for a work of one hour per week, as apparent from the table given below:

Activity	Contact Hrs		No of credits
	Trimester	Per Week	
Theory Papers	40	04	04
Summer Project	40	04	04

4. Credit Templates- PGDM (Dual Specialization)

Credit Templates- PGDM (Dual Specialization)

FIRST YEAR

Trimester-I

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PGM-121	Principles and Practices of Management	Theory	40	4	4	100	40
PGM -122	Organizational Behavior	Theory	40	4	4	100	40
PGM -123	Marketing Management - I	Theory	40	4	4	100	40
PGM -124	Human Resource Management – I	Theory	40	4	4	100	40
PGM -125	Business Environment	Theory	40	4	4	100	40
PGM -126	Business Communication & Soft Skills	Theory	40	4	4	100	40
Total Credits for I Trimester					24		

Trimester-II

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PGM -221	Quantitative Applications in Management	Theory	40	4	4	100	40
PGM -222	Micro Economics	Theory	40	4	4	100	40
PGM -223	Marketing Management-II	Theory	40	4	4	100	40
PGM -224	Human Resource Management – II	Theory	40	4	4	100	40
PGM -225	Financial Management-I	Theory	40	4	4	100	40
PGM -226	Accounting for Managers	Theory	40	4	4	100	40
Total Credits for II Trimester					24		

Trimester-III

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PGM -321	Production & Operation Management	Theory	40	4	4	100	40
PGM -322	Macro Economics	Theory	40	4	4	100	40
PGM -323	Information Technology for Management	Theory	40	4	4	100	40
PGM -324	Research Methodology in Management	Theory	40	4	4	100	40
PGM -325	Financial Management-II	Theory	40	4	4	100	40
PGM -326	Management Accounting	Case-	40	4	4	100	40

		Study Analysis					
Total Credits for III Trimester					24		

SECOND YEAR**Trimester-IV**

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PGM -421	Summer Training Project Report	Project	40	4	4	100	40
PGM -422	Business Laws	Theory	40	4	4	100	40
	Functional Electives (1)	Theory	40	4	4	100	40
	Functional Electives (2)	Theory	40	4	4	100	40
	Functional Electives (1)	Theory	40	4	4	100	40
	Functional Electives (2)	Theory	40	4	4	100	40
Total Credits for IV Trimester					24		

Trimester-V

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PGM -521	Project Management & Appraisal	Theory	40	4	4	100	40
PGM -522	Rural Management	Theory	40	4	4	100	40
	Functional Electives (3)	Theory	40	4	4	100	40
	Functional Electives (4)	Theory	40	4	4	100	40
	Functional Electives (3)	Theory	40	4	4	100	40
	Functional Electives (4)	Theory	40	4	4	100	40
Total Credits for V Trimester					24		

Trimester-VI

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PGM -621	Business Policy & Strategic Management	Theory	40	4	4	100	40
PGM -622	Corporate Governance & Business Ethics	Theory	40	4	4	100	40
PGM -623	Entrepreneurship	Theory	40	4	4	100	40
	Functional Electives (5)	Theory	40	4	4	100	40
	Functional Electives (5)	Theory	40	4	4	100	40
Total Credits for VI Trimester					20		
Total Credits					140		

Elective I- Marketing**Trimester-IV (Any Two)**

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PMM-421	Product & Brand Management	Theory	40	4	4	100	40
PMM -422	Consumer Behavior	Theory	40	4	4	100	40
PMM -423	Customer Relationship Marketing	Theory	40	4	4	100	40
PMM -424	Rural Marketing	Theory	40	4	4	100	40

Trimester-V (Any Two)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PMM -521	Retail Marketing	Theory	40	4	4	100	40
PMM -522	Integrated Marketing Communication	Theory	40	4	4	100	40

PMM -523	Sales and Distribution Management	Theory	40	4	4	100	40
PMM -524	International Marketing	Theory	40	4	4	100	40

Trimester-VI (Any One)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PMM -621	Business to Business Marketing	Theory	40	4	4	100	40
PMM -622	Internet Marketing	Theory	40	4	4	100	40
PMM -623	Marketing of Services	Theory	40	4	4	100	40

Elective II- Finance**Trimester-IV (Any Two)**

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PFM-421	Investment Management & Portfolio Analysis	Theory	40	4	4	100	40
PFM -422	Financial System and Capital Market Operations	Theory	40	4	4	100	40
PFM -423	Insurance Management	Theory	40	4	4	100	40
PFM -424	Banking Services Operations	Theory	40	4	4	100	40

Trimester-V (Any Two)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PFM -521	Financial Derivates	Theory	40	4	4	100	40
PFM -522	Fixed Income Market & Analysis	Theory	40	4	4	100	40
PFM -523	Management of Financial Services	Theory	40	4	4	100	40
PFM -524	Retail Banking	Theory	40	4	4	100	40

Trimester-VI (Any One)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PFM -621	Mergers & Acquisitions and Corporate Restructuring	Theory	40	4	4	100	40
PFM -622	International Finance & Forex Management	Theory	40	4	4	100	40
PFM -623	Legal Aspects of Banking & Insurance	Theory	40	4	4	100	40

Elective III- Human Resource (HR)**Trimester-IV (Any Two)**

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PHM-421	Organization Development: Nature, Origin and Process	Theory	40	4	4	100	40
PHM -422	Employee Recruitment and Selection	Theory	40	4	4	100	40
PHM -423	Compensation Management	Theory	40	4	4	100	40
PHM -424	Managing People & Performance in Organizations	Theory	40	4	4	100	40

Trimester-V (Any Two)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PHM -521	International Human Resource Management	Theory	40	4	4	100	40
PHM -522	Strategic HRM	Theory	40	4	4	100	40
PHM -523	Learning & Development	Theory	40	4	4	100	40
PHM -524	Managerial Effectiveness	Theory	40	4	4	100	40

Trimester-VI (Any One)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PHM -621	HR Planning & Information System	Theory	40	4	4	100	40
PHM -622	Employment Laws	Theory	40	4	4	100	40
PHM -623	Industrial Relations	Theory	40	4	4	100	40

Elective IV- Information Technology & Systems**Trimester-IV (Any Two)**

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PIM-421	Computer Applications in Management	Theory	40	4	4	100	40
PIM -422	System Analysis & Design	Theory	40	4	4	100	40
PIM -423	Information Technology Strategy	Theory	40	4	4	100	40
PIM -424	Introduction to Database Management System	Theory	40	4	4	100	40

Trimester-V (Any Two)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PIM -521	Information Technology Infrastructure Management	Theory	40	4	4	100	40
PIM -522	Software Engineering & Project Management	Theory	40	4	4	100	40
PIM -523	e-Business	Theory	40	4	4	100	40
PIM -524	Knowledge Management	Theory	40	4	4	100	40

Trimester-VI (Any One)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PIM -621	Management Information System	Theory	40	4	4	100	40
PIM -622	Business Process Re-engineering	Theory	40	4	4	100	40
PIM -623	Enterprise Resource Planning	Theory	40	4	4	100	40

Elective V- International Business**Trimester-IV (Any Two)**

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PBM-421	Foreign Trade Policy of India	Theory	40	4	4	100	40
PBM -422	International Marketing Management	Theory	40	4	4	100	40
PBM -423	Global Financial Markets and Instruments	Theory	40	4	4	100	40
PBM -424	Foreign Language For Business-I (German / French)	Theory	40	4	4	100	40

Trimester-V (Any Two)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PBM -521	Export-Import Procedures and Documentation	Theory	40	4	4	100	40
PBM -522	International Financial Management	Theory	40	4	4	100	40
PBM -523	International Supply Chain Management and Logistics	Theory	40	4	4	100	40
PBM -524	Foreign Language For Business-II (German / French)	Theory	40	4	4	100	40

Trimester-VI (Any One)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
PBM -621	International Human Resource Management	Theory	40	4	4	100	40
PBM -622	Forex Management and Currency Derivatives	Theory	40	4	4	100	40
PBM -623	International Marketing Research	Theory	40	4	4	100	40

Elective VI- Production and Operation Management**Trimester-IV (Any Two)**

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
POM-421	Operations Strategy	Theory	40	4	4	100	40
POM -422	Services Operations	Theory	40	4	4	100	40
POM -423	Supply Chain Management & Logistics	Theory	40	4	4	100	40
POM -424	Operations Research	Theory	40	4	4	100	40

Trimester-V (Any Two)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
POM -521	Quantitative Models for Logistics and Transportation Management	Theory	40	4	4	100	40
POM -522	Advanced Data Analysis	Theory	40	4	4	100	40
POM -523	Materials Management	Theory	40	4	4	100	40
POM -524	TQM – Total Quality Management	Theory	40	4	4	100	40

Trimester-VI (Any One)

Paper Code	Paper Title	Type of Paper	Contact Hours		Credits	Max. Marks	Min. Marks
			Per Trimester	Per Week			
POM -621	Production Planning & Control	Theory	40	4	4	100	40
POM -622	Advanced Operations Research	Theory	40	4	4	100	40
POM -623	Business Process Reengineering in Operations and Production Management	Theory	40	4	4	100	40

5. Discipline Norms

The students are required to adhere to certain norms prescribed by the institute.

- Cleanliness of the premises must be maintained by everyone in the institute at all points of time.
- Smoking and consumption of alcoholic beverages / toxic materials while in campus is a serious offence.
- Use of cell phones in classes/ computer centre / library is not permitted. Any student found using the cell phone will be penalized as per the regulations in force.
- Mode of communication to students is via Notice board/ email/ website. Students are advised to check the notice boards at least once a day, and not rely on rumour or hearsay about any matter.
- Ragging is strictly prohibited on campus and strict action including suspension, rustication, termination and FIR in police may be taken against anyone found indulging in the same.
- All the students are provided with an Identity Card which they are advised to wear on campus at all times. Entry is strictly through Identity Card and will be monitored by the institute authorities. Penalty will be levied/ action will be taken for non compliance.
- Any kind of misbehavior, indulgence into unethical practices including use of drugs, alcoholic drinks, harassment etc, violence, dis-obedience and non compliance of the rules of the institute and orders of the institute authorities will be treated as an act of indiscipline. Violations if any on the part of the students will be dealt with as per the existing rules, regulations and provisions.
- The institute will not be held responsible for any actions which may be initiated by the regulatory authority like police, corporation etc. on account of violation of societal norms.

6. Dress Code

- The students should strictly follow dress code norms prescribed by the institute.
- On all weekdays, except Saturdays students are required to wear plain white shirt, formal black trousers and institute's tie with formal black leather shoes. Self lined shirts, puffed sleeves shirts and shirts with shoulder flaps will not be permitted under formal dress code. Black jeans and flat front trousers will not be allowed.
- On Saturdays students are required to wear Institute's T-Shirt.
- For all functions, including seminars and conferences students are required to dress in Institute blazer, Institute Tie, etc.
- Violators will attract strict disciplinary action.

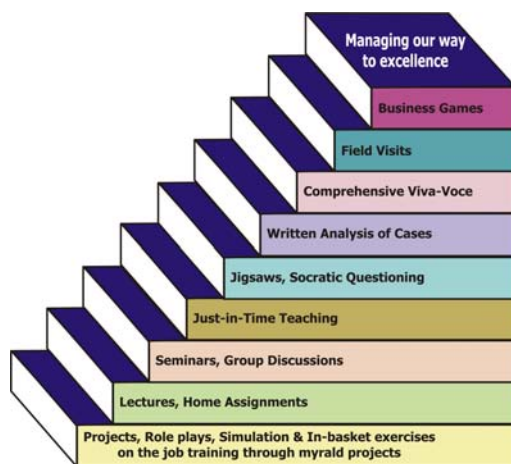
7. Class Schedule

Session I	:	0830- 0930 hrs.
Session II	:	0930-1030 hrs.
Session III	:	1030-1130 hrs.
Session IV	:	1130-1230 hrs.
Session V	:	1315-1415 hrs.
Session VI	:	1415-1515 hrs.
Session VII	:	1515-1600 hrs.

8. Pedagogy

ISIMTc boasts of a Wi-fi campus with e-class rooms which are equipped with state-of-the-art facilities to facilitate a complete professional grooming of the students. The institution facilitates the effective conduct of the teaching-learning processes by means of strategically designed and efficiently implemented teaching pedagogy. Adding momentum to its efforts to impart quality education, the institute has established an FM Community Radio Station in its campus and has an up link with Edusat, India's exclusive Satellite for education.

As part of innovations in pedagogical techniques, there is a greater emphasis on experiential approaches over predominantly teacher-centric methodologies. Experiential learning at the institutional level is ensured through industrial visits, field trips, case-study discussions, projects, interaction with eminent personalities from industry and through the extension and outreach programmes in neighborhood communities. An appropriate mix of the following tools is used for effective learning



The emphasis is on involving the students in gaining knowledge and helping them relate concepts and theories to business requirements. The pedagogic approach is such that the students are stimulated and enriched by involvement in managing a plethora of academic and other activities. Campus training and corporate exposure sets the momentum for a bright career.

9. Attendance Norms

- The Attendance in classes is compulsory.
- For being eligible to appear in the Trimester-End Examination, it is necessary for a candidate to have attended a minimum of 75% of the total classes held in that Trimester in individual course, failing which the candidate may be debarred from appearing in Trimester-End Examination.
- However there is provision of duty leaves up to a maximum of 20% for participation in games and sports, inter-institute fests, cultural and other co-curricular/extra curricular or academic activities so as to enable the participants to fulfill the minimum requirement of attendance.
- Attendance also constitutes an important component of Continuous Assessment. Marks are awarded for attendance in each paper. The relative weightage of marks allotted for attendance is as follows:

Attendance (%)	Marks
95% and above	5
90% and above but less than 95%	4
85% and above but less than 90%	3
80% and above but less than 85%	2
75% and above but less than 80%	1

- Students are required to monitor their own attendance. No separate notice will be displayed in this regard.
- Coming late to the classes is not permitted. The faculty members have the authority not to allow latecomers to enter the classroom.
- Students are advised to attend guest lectures, workshops, and other events organized by institute from time to time. However, the institute reserves the right to declare compulsory attendance for any event on or off the campus. In case of absenteeism in such events, action maybe taken against defaulters.
- The students are required to obtain prior permission from the coordinator before leaving the station on personal or institutional work. This applies even to those students who are representing the institute for social, cultural, and co-curricular events.
- Students are required to honour deadlines for submissions of projects, reports, assignments, forms and any other submission to the institute or the faculty concerned. Any request for change of date or postponement of schedule will not be entertained.

10. Library

Library is fully automated and has an extensive collection of books, journals, databases, audio-visual materials, CDs/ DVDs, e-journals, reports, case studies, conference proceedings, training manuals, online resources, etc.

Library rules and regulations

- The working hours of the library are from 8 a.m. to 7 p.m.
- Access to the library is restricted to staff and students of ISIMTC only, who are in possession of a current valid identification card issued by institute.
- Each student may be issued a maximum of three books for a period of ten days.
- When necessary, the librarian may recall a book at any time before the due date. Librarian may also deny lending any material if in his/her opinion such material is necessary for use by a larger group.
- A fine of Re. 1/- per day will be charged if books are not returned within the stipulated period. The overdue charges on "reserved" books will be Rs. 10/- per day. Absence and illness are not acceptable excuses for exemption from paying any overdue charges.
- Library membership card is non-transferable and the borrower is fully responsible for the books borrowed on his/ her membership card. Members should return all materials borrowed from the library before proceeding on any kind of long leave. Membership cards reported to be misused may be suspended and the library may refuse to issue books or any other material on such cards.
- In case a book is lost/ or torn by the student he/ she will be liable to replace the book, failing which a fine of double the cost of the book will be imposed on the student.
- Mutilations, markings or removal of pages from the books will be considered as "damage" and such documents as also the lost ones will have to be replaced or paid for at the current price. Price assessment will be done by the librarian and the decision will be final and binding.
- For reasons of security, bags and other personal possessions are not allowed in the library and should be kept at the counter outside. The institute shall not bear the responsibility for any kind of theft or loss of unattended belongings.
- The consumption of food and drinks (with the exception of bottled water) and the use of personal audio/video equipment are not permitted in the Library.
- Photography, filming, video-taping, audio-taping and Xeroxing of Books/Journals is not allowed in the library without the prior permission of the librarian.
- Violation of the rules will lead to a fine and /or suspension of the defaulter for at least 3 weeks.

10.1. Book Bank

In order to reach out to a range of students, ISIMTC offers the Book Bank facility irrespective of their financial background which enables them to borrow books for a Trimester and retain them during the examination period as well, on minimum membership charges.

Rules and regulations

- Membership of the Book Bank is optional and on a payment of requisite fee.
- A fee of Rs. 500/- per Trimester will be charged for the membership
- Members will be required to renew their membership at the commencement of each Trimester.

- Library membership card of each member student will be marked for its membership status.
- A student may get a maximum of five books per Trimester from the Book Bank at a time.
- Books will be issued at the beginning of each Trimester as per the schedule notified for the purpose.
- Books will be issued for the complete Trimester. Members will be required to deposit the books after the completion of the examinations on the due date.
- A fine will be levied if book/s are not returned on the due date.
- Members will be responsible for any damage caused to the books. Members are advised to verify the physical condition of the books at the time of issuing.
- If a book is lost, the member will be required to pay twice the cost of the current market price of the book.
- Three Books will be issued on first come first serve basis, where as for issue of the remaining two books priority will be decided on need-cum-merit basis.

11. IT Facilities

ISIMTc has state-of-art computer facility which includes

- PC nodes and IBM Pentium based servers
- 4 MBPS Leased Line
- Wi-fi enabled
- Application softwares like MS-Project, IBM DB2, RAD, Tivoli, SQL Server
- Scanning and printing
- Laser Jet Network printers
- Internet connectivity

Rules and regulations

- The access to computer lab is allowed between 8:00 a.m. to 7:00 p.m. on production of ID card.
- For security reasons students are required to wear their ID cards while in the computer centre and sign logbook at the time of entry and exit.
- Students must not play games and access objectionable unauthorized sites/content.
- Eatables, carry bags, hand bags, audio visuals like radio, stereo, walkman etc. are not allowed in the Computer Centre. Students must visit the Computer Centre in Uniform.

- Students are required to logout from their machines when they leave, remove their old files from the Computer disk routinely and immediately, switch off the computer, monitor and power line to the computer after use. Computer centre will not be responsible for any loss of data. Floppy or data cartridge, loose sheets will not be provided to any student.
- Request for loading of any new software, if it is available, will be entertained only if it is made at least 24 hours before use.
- Students are required to adhere to the terms and conditions of all license agreements relating to IT facilities being used including software, equipment, services, documentation and other goods. Students must use the IT facilities only for academic, research and administrative purposes.
- Students are strictly prohibited from viewing pornographic material in the computer Centre or on any other computer including their laptops. Playing games, hacking into networks and other computers, spamming and sending junk mail, causing damage to IT infrastructure e.g. projector cables, are also prohibited. Strong disciplinary action will be taken against students found guilty, of such acts.

12. Research and Consultancy

ISIMTC aspires to be an innovative educational institution promoting research and consultancy. The facilities and infrastructure available at the institute are developed for promotion of research and consultancy activities. To strengthen the effective contribution of the institute's capacities in conceptual analysis and strategic planning, need-based and core research is systematically promoted. Research oriented activities have received further momentum with faculty members being registered as research supervisors with The IIS University and registration of research students with them for doctoral programme in the fields of Marketing, Finance and Human Resource Management. The institute is actively involved in a number of consultancy services. The overall objective of consultancy assignments is to offer the faculty and students an opportunity to deal with real and concrete needs of companies, and to gain experience of operation in factual situations. Institute's active MDP Cell conducts Management Development Programmes aimed at a more comprehensive and symbiotic relationship with business and industry. Faculty and students are encouraged to contribute quality papers and articles contributions through the institute's International journal of management and IT "OORJA" (ISSN Regn. No. 0974-7869) published thrice a year.

13. Placement

At ISIMTC placement is considered to be a strategic activity. Immaculate planning of the placement process and activities are carried out to suit the need of the changing corporate scenario. The co-curricular activities are also aligned accordingly for grooming effective leaders and industry ready professionals. The placement cell of the institute conceives, organizes, directs and coordinates various activities so as to enhance employability of the students. These activities guide the career planning and management process, which is a cooperative effort between the student community and the institute.

Though placement is a vital outcome of the programme, the academic work of the students takes pre-eminence over placement activity, and in no case is it subordinated to placement. Though the institute shall make every effort for placement of its students, there is no obligation on the part of the institute to find placement for every student.

Some of the activities undertaken under the aegis of placement cell are as follows:

13.1 Summer Internships

A mandatory 6-8 week summer internship is a part of the academic curriculum at the end of third Trimester. The training carries a weightage of 4 credits. During the training period the student has to keep his/her faculty mentor and placement co-ordinator updated about the project progress through phone/e-mail. The student is required to submit a report after the completion of the project which will be assessed and evaluated through project presentation and viva-voce by a panel of examiners.

Placements for summer projects will also be routed through the Placement Office.

13.2 Final Placements

For freshers and for the students with prior work-experience who wish to opt for lateral placement process, the final placement process is carried out according to the guidelines set by the placement committee. Under this process companies from diverse sectors evaluate the students before offering a placement or committing to a permanent hire.

13.3 Beyond Placements

Live Projects

The Placement office encourages students to apply for live projects available with the companies. Students are also permitted to arrange live projects independently, but the ultimate steering of the project will be through the Placement Committee. It is necessary for the students to submit the details of the projects undertaken in a specified format to the Placement Office.

Further the students undertaking such projects must choose an institute faculty, who would act as a Guide/ Mentor for the student and would facilitate successful execution of the project. Students are also required to submit a project report along with a certificate of completion issued by their Guide/Mentor and the industry mentor.

The Projects which are a part of the academic curriculum will not be considered as live projects.

Industry- Institute Interface

A productive interface between industry and academia, is a critical requirement for information sharing, knowledge transfer and gaining experience. The Institute therefore emphasizes on Industry-Institute Interaction.

The Placement Committee invites industry representatives from senior management and middle management to share their knowledge and expertise through a mutually beneficial forum for the exchange of ideas.

Soft Skills and Pre- Placement Training (PPT)

In order that the students are well placed and excel in their field of endeavour it is essential that they are trained on certain finer aspects of soft skills including self skills such as interpersonal skills, time management, communication skills, interview skills etc. The institute provides inputs on soft skills through workshops, training programmes, guest lectures, group discussions and mock interview sessions with feedbacks to name a few.

The pre-placement training is an active-participation model based training. It comprises a unified assortment of skills that not just help the students perform well during the placement

process but also equip them with the right tools to move up the corporate ladder. The students are updated on the policies and procedures of different companies, their recruitment process, HR practices, and work practices.

13.4 Placement Guidelines

The Placement Office coordinates the placement activities (summer and final) for the PGDM programme. Every effort is made to facilitate the placement process. However the institute reserves the right to change, modify the guidelines in the interests of the students.

- Students should prepare their resumes in the format prescribed by the Placement coordinator and submit this to the placement office. Information included in the resume should be accurate and honest. Any discrepancy will lead to immediate expulsion of the candidate from the placement process.
- Students are required to check the placement notice board and their e-mails/e-groups regularly for information updates.
- All the students are expected to be present for the Pre-Placement Talk (PPT) of the company and keep their Mobile phones, laptops and all other gadgets switched off.
- Students are expected to read and come prepared with a background and fact file of the Company holding the PPT.
- Attendance for the PPT is compulsory and absence will lead to disqualification of the student from applying to that company.
- Absence of a student from a placement process, after being short-listed could lead to immediate expulsion from 3 subsequent processes.

13.5 Pre-Placement Offers (PPO)

- All PPOs should be routed through the placement office. Students whose PPOs are accepted should submit a copy of the offer letter to the placement office for record and should opt out of the placement process.
- Students are not expected to communicate directly with the companies.
- For any reason, if the student wants to reject the PPO, he / she should seek permission from placement office, by submitting a letter to the Placement Office, giving reason(s) for not accepting the offer. The students should honour the commitment made by the institute to the company on their behalf and accept the placement offer. The students should join the company after programme completion and not resort to any unprofessional behaviour in this regard.

13.6 Placement Process and Offers

- Students should follow the placement guidelines framed by the institute.
- Students will not be permitted to refuse or seek alternative employment /internship with another organisation, once they have accepted the offer of one company.
- No student is allowed to initiate any contact with a company without the prior consent of the Placement Office.

- The placement code of conduct for the students eligible for placement during the year will be announced well before the placement week. All such students will be required to sign a declaration of adherence to this code.
- Canvassing in any form will disqualify the students.
- ISIMTC reserves the right to take any disciplinary action, if any student does not honour his/her commitments or resort to unethical behaviour. The management has the right to communicate with the employer/s, if the students do not adhere to the code of conduct.
- Placement information is confidential and any breach of confidentiality will lead to strict action.
- The above guidelines are applicable to all the students of ISIMTC. Any student found violating these guidelines would be expelled from the placement process. Students who wish to drop out of the placement process are required to notify the placement office immediately. For students who receive off-campus offer letters for summer training / executive placements, it is mandatory to obtain written permission of the placement coordinator before accepting the offer.
- The institute reserves the right to withhold the final offer letter to a student, if it finds that the student had misbehaved, or not kept up with the course work or found guilty of any other act of indiscipline.
- Relationship with companies is very important and of significance to ISIMTC. Therefore students must cooperate to maintain cordial relationship with all the companies at all times.

14. Publication:

ISIMTC has its own publication wing which brings out Newsletters, Magazines, Brochures, Bulletins and other literature periodically. The institute publishes its own International journal of Management and IT , OORJA (ISSN No. 0974-7869) thrice a year.

15. National Service Scheme (NSS) Unit:

With the motive of inculcating social responsibility amongst the students and imbibing the motto of "Not me but you" of NSS, the institute has set up a NSS Cell. The cell undertakes community activities like, blood donation camps, adoption of slums, polio vaccination camps, adult literacy drives and other environment friendly initiatives etc. The unit has been envisioned to foster a sense of commitment, devotion, discipline and nationalism among ISIMTCites.

16. National Entrepreneurship Network (NEN) Cell

The NEN Cell facilitates conceiving and nurturing of viable ideas. Its aim is to assist students interested in innovation and entrepreneurship, whether in the context of starting their own business or working for a firm with an entrepreneurial culture, to make good most of their time at the B-School and to equip them for the challenges they face after graduation by organizing innovative events that will expand their knowledge of the marketplace and help them develop networks.

17. Activities

Student Clubs form an essential part of ISIMTC business learning experience. They provide students with an opportunity to explore new areas of interest as well as develop important networks with the alumni and in wider interest with the institute community.

Speaker series, presentations and special meetings are typical activities organized by these clubs. Open to everyone in the institute community, these events complement academic activities with a vibrant and sociable integration of the members.

- **The Genesis Marketing Club**

The Genesis Marketing Club is the primary club of ISIMTC PGDM for those with an interest, background, and/or career aspiration in marketing. The club has a mission to enrich the marketing education of members, assist members in career planning and development, and foster the reputation of marketing at the institute to prospective employers.

- **The White Knight Finance Club**

The White Knight Finance Club is for number crunchers who huddle over balance sheets and pink papers to become tomorrow's wealth generators. The Finance Club creates a forum where students with common interests can share professional information and advice on career opportunities through professional speaker programs, information sessions, mentor programs, resume reviews, and specific finance-related events.

- **Humanagers the HR Club**

Humanagers The HR Club has been constituted to promote ISIMTC PGDM-HR as a globally renowned brand in the professional arena. It aims at providing an ideal platform for all-round development of student managers by organizing value-added activities, and increasing the visibility of ISIMTC PGDM-HR through Student-Industry interaction. The club thus facilitates the dissemination of conceptual knowledge about HR and its practical applications.

18. Rules for participating in National/International Level Events

- Information regarding various inter-institute fests/events/contests will be put up on the notice board as well as circulated through student email groups.
- The constitution of the team for participation in the aforesaid events will be finalized by the institute.
- Any event that has not been routed through the institute will not be considered for participation.
- For all outside contests, the faculty will select the students' team, which will represent the institute at the contest.
- Any student who has won any contest is required to provide full details of the contest and awards won to the event coordinator within 7 days of winning the contest.
- The information regarding winning and participation of events will be uploaded on the website through website coordinator.

19. Feedback Mechanism

There is a robust and multi-channelled feedback system for evaluating teaching and non-teaching staff, management policies, student performance, curricula and courses, syllabi and examination system. The feedback system helps in maintaining checks and balances and furtherance of ongoing process of improvement. The feedback is generated through:

- Student feedback form for all the courses at the end of each Trimester.
- Faculty self-appraisal form
- Student Mentorship and Development Programme
- Suggestion box
- Meetings with parents
- Interface with experts from industry and academia
- Corporate recruiters
- Alumni of the Institute

20. Students Mentoring and Development Programme

SMDP i.e. Student Mentorship and Development Programme is an integral part of the institute's academic work. Each faculty member of ISIMTC PGDM acts as a mentor for a group of 10-15 students. The students have an option of choosing a faculty member as a mentor other than the one assigned. The role of faculty mentors is to help the students assimilate the institute culture, guide them in making intelligent choices regarding dual specialization electives, help in identification of resources needed by them. The students are expected to meet their faculty mentor regularly as per the mentor's convenience and availability.

21. Assessment and Evaluation

The evaluation system comprises two components viz. the Continuous Assessment (CA) based on tests, case-studies, class room interaction, attendance, etc. and Trimester End Examination (SEE). The relative weightage of the two will be 30:70 in the theory papers.

For other papers the weightage of CA and SEE evaluation are as follows:

Paper	Trimester	Continuous Assessment	Trimester End Examination
Summer Training Project Report	IV	50	50

21.1 Continuous Assessment

The CA in theory papers comprises test, class assignments, class room interaction and attendance, the relative weightage for which are shown below:

Activity	Written Test	Case-Study/ Assignments	Class Participation & Interaction	Attendance	Total
Max. Marks	15	05	05	05	30

21.2 CA Test Papers

The CA test papers will include:

- a) Short answer type questions
- b) Application-based descriptive questions

The duly assessed test answer sheets will be returned to the students. The students can register their grievances, if any, to the teacher concerned, who will take appropriate measures to resolve the matter.

21.2. (i) Evaluation of Summer Training Projects

The evaluation of Summer Training Projects in Trimester-IV is based on written report, power point presentation by the candidate followed by viva-voce. The evaluation of Summer Training Project involves Continuous Assessment and Trimester End Examination. The Continuous Assessment comprises 50 marks, and the Trimester End examination is of 50 marks, the details of which are as shown below:

Trimester - IV Summer Training Project Report (PGM - 421)

Scheme of Evaluation for Continuous Assessment in Summer Training Project Report

Interaction with supervisor	PowerPoint Presentation	Viva-voce	Total Marks
10	30	10	50

Scheme of Trimester End Examination for Summer Training Project Report

Report	Viva-voce	Total Marks
30	20	50

The Power Point Presentation will be assessed by Internal Examiners on the following parameters:

Flow of Presentation/ Contents	Project Knowledge & Comprehension	Presentation & Communication Skills	Interpretation & Discussion	Total Marks
05	05	10	10	30

The assessment of Project Report will be done by External Examiners on the basis of following criteria:

Originality of the Project and contents of the Report	Objective of the Project study and Research Methodology	Findings and Analysis of Data	Recommendations and Suggestions	Total Marks
05	05	10	10	30

21.3 Verification of CA Marks

At the end of each Trimester, the consolidated statements of CA marks are shown in the class notice boards for verification by the students. Posting errors, if any, can be brought to the notice of the teacher concerned who will take the necessary action. After verification by the students, the marks are entered in the "Continuous Assessment Booklet" (Yellow Booklet) which the students are required to attest by signing in the column provided for the same.

21.4 Trimester-End Examinations

The Trimester-End Examinations are held at the end of each Trimester according to the schedule issued by the examination department.

21.5 Pattern of Question Papers for Trimester-End Examinations

The question papers of Trimester-End Examinations contain three Sections of total marks 70, covering the entire syllabi. Section-A carries 20 marks and will consist of short answer type questions. Section-B carries 30 marks comprising application based descriptive questions. Section-C carries 20 marks consisting of a compulsory case-study.

21.6 Coding of Answer Books

For assessment of Trimester-End-Examination answer books, a system of coding is followed wherein each answer book is given a fictitious roll number to ensure secrecy, fair and just evaluation.

21.7 Evaluation of Answer Books

In the Trimester-End Examination, each answer book is evaluated by two examiners. The average of marks awarded by the two examiners is taken as the marks obtained by the candidate. In case the difference between the two awards is more than 20 %, the answer book is sent for evaluation to a third examiner and the average of the two closest awards out of three is taken as the final marks obtained by the candidate.

21.8 Scrutiny of Answer Books

The assessed answer books are scrutinized in order to rectify any error on account of totaling and / or posting errors or omission of assessment of any question(s) by the examiner(s).

21.9 Grievances of the Students

Grievances of the students regarding question papers, if any, are put up before the Grievance Redressal Committee which submits its recommendations after taking opinion of subject expert(s). Final decision is taken by the Principal/Director.

21.10 Criteria for Passing

In order to pass in a paper, a candidate must secure minimum 40% pass marks individually in CA and Trimester-End Examination (TEE) of that paper. A candidate is deemed to have failed in CA and / or TEE of a theory paper /project/seminar, etc. if the above condition is not fulfilled.

A candidate is considered to have passed in a Trimester of the programme if he/she has passed both the CA and TEE of individual theory papers/ projects/ case analysis etc., prescribed for that particular Trimester in the syllabi.

21.11 Rules for the Award of Grace Marks

A candidate shall be eligible for grace marks provided:

- He/She has appeared in all the papers prescribed for the examination.
- He/She has passed in the Continuous Assessment of all the papers.
- He/She has passed Trimester End Examinations, of Summer Training Project Report prescribed in the syllabus.
- After being awarded grace marks to the extent prescribed in these rules, he/ she should pass in all papers.
- He/She is not failing in more than 1/3 of the total number of theory papers in Trimester End Examinations.
- In the calculation of 1/3 of the total number of theory papers, if it works out in fraction, the same will be raised to the next whole number. For example, if 1/3 of the total papers is 3.2, the same will be raised to 4 papers in which grace marks can be awarded.
- In the calculation of the grace marks which can be awarded to a candidate, 1% of the aggregate marks will be worked out and if it comes out to be a fraction, it will be raised to next whole number. For example if the aggregate total marks in an examination are 850, a total grace of 9 marks may be given.
- Grace marks will neither be added to the marks awarded to a candidate by the examiners nor will the marks obtained by a candidate in the papers in which he/she obtains more than minimum passing marks will be subject to any deduction due to award of grace marks in other paper(s).
- The grace marks applicable for Continuous Assessment will be decided for each Trimester by the Examination Committee from time to time.

21.12 Award of Credits

Credits assigned to a paper are awarded to a candidate on passing both the C.A. and Trimester-End-Examination of that paper.

Credit Weighted Average (CWA)

Credit weighted average (CWA) is worked out for each Trimester as well as for the complete course. When worked out for a Trimester, it is called '**Trimester Credit Weighted Average**' (TCWA) and for the complete course, it is called '**Cumulative Credit Weighted Average**' (CCWA). CCWA is worked out only when the candidate has passed all the theory papers,

summer internship, and any other component of the programme, as prescribed in the syllabi and has earned the required minimum credits.

CCWA is an index for comparing relative performance of the students in a programme and is worked out by using the following formula:

$$\text{TCWA (Trimester Credit Weighted Average)} = \frac{(\text{Marks obtained in a Paper} \times \text{Credits Assigned to that Paper})}{(\text{Total Credits of the Trimester})}$$

Here Σ represents that summation of the product is to be taken on all papers of Trimester

$$\text{CCWA (Cumulative Credit Weighted Average)} = \frac{(\text{Marks obtained in a Paper of all Trimester} \times \text{Credits Assigned to that Paper})}{(\text{Total Credits of all the Trimester in the Programme})}$$

Here Σ represents that summation of the product is to be taken on all papers present in the course in all the Trimester

where Σ represents summation over the theory papers, Summer Training etc., to which credits are assigned. However, the credits assigned to the extra curricular activities and campus activities are not taken into account while working out CCWA.

21.13 Award of Class / Division

Class or Division is based on CCWA obtained by the candidate and is awarded only on the completion of the course according to the following criteria:

PGDM (Dual Specialization)

CCWA of 40 or above but less than 48	Pass
CCWA of 48 or above but less than 60	II Division
CCWA of 60 or above but less than 75	I Division
CCWA of 75 or above	I Division with Credit

21.14 Declaration of Result

The results are declared by the Controller of Examinations, after being approved by the Result Committee. The roll numbers of successful candidates are displayed on the notice boards. The details of marks obtained by the students are also made available on the institute's website.

21.15 Transcripts, Migration and Provisional Certificates

For the students who are enrolled with ISIMTC for the PGDM programme, the Transcripts, Migration and Provisional Certificates are issued by International School of Informatics and Management.

21.16 Transcripts/ Consolidated Mark Sheets

On successful completion of a programme, a transcript/ consolidated mark sheet is issued by International School of Informatics and Management, showing the marks obtained, credits earned in different Trimesters throughout the programme, CCWA and class / division obtained by the candidate.

21.17 Award of Diploma

The students admitted to the Post Graduate Diploma in Management programme of ISIMTc shall be awarded PGDM Diploma by International School of Informatics and Management.

21.18 Rules for Promotion

In PGDM programme students shall be automatically promoted from Trimester I to II and II to III and similarly from IV to V and V to VI trimesters irrespective of their result in these trimesters. However, at the end of the III trimester, the performance of the candidate over I, II and III trimesters is taken into account for promotion from III to IV trimester.

For promotion from III to IV trimester, a candidate must earn at least 75% of the total credits assigned to the prescribed components (i.e. theory papers, summer internship etc.) in the first, second and third trimesters, taken together. The credits of extra curricular and campus activities (if any) are not taken into account for the purpose of promotion.

If a candidate fails to earn 50% credits of the total credits of Trimester I, II & III, he/she will be eligible to appear in a special examination after the declaration of the result of III Trimester. After earning the minimum required credits he/she will be promoted to IV Trimester.

21.19 Provision for Unsuccessful Candidates**21.19 (i) Special Examination and Due Papers**

If a student does not pass in all the courses/ papers prescribed in trimester I, II and III, he/ she will be eligible to appear in a Special Examination organized soon after the declaration of trimester III result.

If a candidate passes in all papers, he/ she is promoted to the IV trimester. However, if he/ she earns minimum credits required for promotion (75% of the total credits of trimesters I, II and III), but fails to pass all papers, he/ she is promoted to the next trimester (trimester IV) and the papers which he/ she has failed to pass are treated as 'Due Papers'. The candidate is eligible to appear in the due papers along with the papers of the relevant trimester(s) whenever the regular examination of such paper(s) is conducted for the next batch or a Special Examination is organized by the University.

In case of due papers, if a candidate fails in Trimester-End Examination only, the CA marks obtained by him/her in those papers in the earlier trimester(s) will be taken into account and the candidate will be re-examined only in the Trimester-End Examination. Similarly, if a candidate fails in CA, he/ she will be required to appear in CA of the due papers only.

A Special Examination is also organized at the end of trimester VI so as to enable the students to clear the due papers of trimester I to VI, if any.

21.19 (ii) Ex Student

If a student fails to earn the required minimum credits for promotion, even after the Special Examination, he/ she may be allowed to appear in the subsequent examination as an 'Ex-Student' so as to qualify more papers and earn more credits in the immediately following year. After fulfilling the necessary criterion for promotion, such candidates are re-admitted and promoted to the next Trimester as and when the relevant Trimester of the programme is being run at the institute.

21.20 Maximum Time Limit

Starting from the time of admission, the time limit for PGDM Programme will be 12 Trimesters (4 years).

21.21 Revaluation /Scrutiny

As each answer book is evaluated by at least two examiners and scrutinized simultaneously, there is no provision for scrutiny / revaluation of answer books in the system followed by the institute.

21.22 Unfair Means Cases

If a candidate is found using unfair means or indulging in disorderly conduct during the CA tests or Trimester–End Examination, a case of unfair means will be registered against him/her and placed before the Examination Committee, constituted by the management. The committee examines the case with the help of subject experts and recommends suitable action to the Director for a final decision in the matter.

21.23 Merit and Awards

Merit Positions

Merit positions in a Trimester results are based on Trimester Credit Weighted Average (TCWA) for all papers prescribed in the Trimester. However positions in the complete programme are based on the Cumulative Credit Weighted Average (CCWA) obtained in the PGDM programme. Only the students passing all the prescribed papers (i.e. theory papers, summer internship etc.) in single attempt are considered for merit.

Awards and Medals

- Certificate of merit is awarded to the first three top ranking students in PGDM programme.
- A Medal shall be awarded to the topper on successful completion of all examinations prescribed in different Trimesters of the programme. The topper shall be decided by the highest Cumulative Credit Weighted Average (CCWA), obtained by the candidate, provided that the candidate should have clearly passed all the examinations / evaluations in the first attempt and without any gap in between and should have passed the programme at least in first division.

21.24 Scholarships

Students excelling in academics, co-curricular and extra curricular activities will be felicitated through various awards and scholarships instituted by the institute. ISIMTC may also recommend cases of eligible students for the award of scholarships under various schemes of the State and Central Governments.

21.25 Guidelines for Awards and Scholarships

- Students are advised to apply for awards and participate in the process enthusiastically.
- Students are also advised to keep a good performance track record if they wish to apply for these awards. Students with a record of misconduct or a record of low attendance will be automatically disqualified for the awards' process.

21.26 Guidelines for Convocation

The ISIMTC PGDM Annual Convocation will be held every year in which the PGDM degree will be conferred to successful candidates.

Post Graduate Diploma in Management (PGDM)

Trimester - I <ul style="list-style-type: none"> Principles and Practices of Management Organizational Behavior Marketing Management-I Human Resource Management -I Business Environment Business Communication & Soft Skills 	Trimester - II <ul style="list-style-type: none"> Quantitative Applications in Management Micro Economics Marketing Management-II Human Resource Management-II Financial Management-I Accounting for Managers
Trimester - III <ul style="list-style-type: none"> Production & Operation Management Macro Economics Information Technology for Management Research Methodology in Management Financial Management-II Management Accounting 	Trimester - IV <ul style="list-style-type: none"> Summer Training Project Report Business Laws Functional Electives (Two from each specialization)
Trimester - V <ul style="list-style-type: none"> Project Management & Appraisal Rural Management Functional Electives (Two from each specialization) 	Trimester - VI <ul style="list-style-type: none"> Business Policy & Strategic Management Corporate Governance & Business Ethics Entrepreneurship Functional Electives (One from each specialization)
Marketing - Functional Electives	
Trimester IV- (Any Two) Product & Brand Management Consumer Behavior Customer Relationship Marketing Rural Marketing	Trimester V- (Any Two) Retail Marketing Integrated Marketing Communication Sales and Distribution Management International Marketing
	Trimester VI- (Any One) Business to Business Marketing Internet Marketing Marketing of Services
Finance - Functional Electives	
Trimester IV- (Any Two) Investment Management & Portfolio Analysis Financial System and Capital Market Operations Insurance Management Banking Services Operations	Trimester-V- (Any Two) Financial Derivates Fixed Income Market & Analysis Management of Financial Services Retail Banking
	Trimester-VI- (Any One) Mergers & Acquisitions and Corporate Restructuring International Finance & Forex Management Legal Aspects of Banking & Insurance
Human Resource (HR) - Functional Electives	
Trimester IV- (Any Two) Organization Development: Nature, Origin and Process Employee Recruitment and Selection Compensation Management Managing People & Performance in Organizations	Trimester V- (Any Two) International Human Resource Management Strategic Human Resource Management Learning & Development Managerial Effectiveness
	Trimester VI- (Any One) HR Planning & Information System Employment Laws Industrial Relations
Information Technology & Systems Functional Electives	
Trimester IV- (Any Two) Computer Applications in Management System Analysis & Design Information Technology Strategy Introduction to Database Management System	Trimester V- (Any Two) IT Infrastructure Management Software Engineering & Project Management e-Business Knowledge Management
	Trimester VI- (Any One) Management Information System Business Process Re-engineering Enterprises Resource Planning
International Business Functional Electives	
Trimester IV- (Any Two) Foreign Trade Policy of India International Marketing Management Global Financial Markets and Instruments Foreign Language For Business-I (German / French)	Trimester V- (Any Two) Export-Import Procedures and Documentation International Financial Management International Supply Chain Management and Logistics Foreign Language For Business-II (German / French)
	Trimester VI- (Any One) International Human Resource Management Forex Management and Currency Derivatives International Marketing Research
Production and Operation Management	
Trimester IV- (Any Two) Operations Strategy Services Operations Supply Chain Management Operations Research	Trimester V- (Any Two) Quantitative Models for Logistics and Transportation Management Advanced Data Analysis Materials Management Total Quality Management
	Trimester VI- (Any One) Production Planning & Control Advanced Operations Research Business Process Re-engineering in Operations and Production Management

**Curriculum Contents
First Year**

Trimesters – I

Course Code: PGM- 121		Course Name: Principles and Practices of Management
Course Credit: 4.0		
Total no. of Lectures Allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives	The objective of the course is to provide an understanding of basic concepts, principles and practices of management and inculcate the ability to apply multifunctional approach to organizational objective.	
Unit	Contents	Lectures
I	Introduction Management an Overview- Definition, Functions, Process, Scope and Significance of Management, Managerial Roles, Managerial Skills and Activities, System and Contingency Approach for Understanding Organizations, Management Thought- Classical Perspective, Scientific Management, Administrative Management, Bureaucratic Management, Behavioral Perspective.	12
II	Fundamentals of Planning Planning - Objectives, Strategies, Policies, Decision making.	07
III	Fundamentals of Organizing and Staffing Organizing - Nature and Purpose, Departmentation, Span of Management, Line and Staff Authority, Centralization and Decentralization. Staffing – Selection Process, Techniques, Managerial Effectiveness.	07
IV	Directing Effective Directing, Supervision, Leadership- Concept, Styles and Theories- Trait Theory, Behavioral Theories, Contingency Theories.	07
V	Controlling and Coordinating Control- Concept, Nature and Purpose, Control Technique, Control of Overall Performance. Coordination- Concept, Importance, Principles and Techniques of Coordination.	07
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: Harold Koontz & Heinz Weihrich “Essentials of Management”, Tata McGraw-Hill, Eighth Edition. Joseph L Massie “Essentials of Management”, Prentice Hall of India, Fourth Edition, 2003. Terry and Franklin, Principles of Management, AITBS Publishers & Distributors, Delhi, Eighth Edition. James AF Stoner, R.Edward Freeman, Daniel R. Gilbert, “Management”, Prentice Hall International, Sixth Edition. Suggested Readings: Peter Ferdinand Drucker, Management-Tasks, Responsibilities & Practices, Transaction Publishers, 2007. Harold Koontz, Heinz Weihrich, “Management”, McGraw Hill International Editions, Tenth Edition. PC Tripathy and PN Reddy, “Principles of Management”, Tata McGraw-Hill, 2008. Peter Ferdinand Drucker, The Practice of Management, HarperCollins Publishers. John R. Schermerhorn. Jr., “Management” John Wiley and Sons. Inc., Sixth Edition.	

Course Code: PGM-122		Course Name: Organizational Behaviour
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives		<ul style="list-style-type: none">• To facilitate the development of a perspective to diagnose and effectively deal with the issues of human behaviour in organizations.• To enhance understanding of the dynamics of interaction and integration between the individual and the organization.• To explore the organization system in totality so as to capture the full complexity of organizational behaviour.
Unit	Contents	Lectures
I	Introduction to Organizational Behaviour Definition, Assumptions, Significance, Historical Background, Fundamental concepts of OB, Research Foundation, Impact of Globalization, OB-Emerging Trends, Challenges and Opportunities, Concept of Learning, Learning Organizations and Knowledge Management.	06
II	Personality & Perception Individual Behavior: Main Reasons & Impact, Meaning, Theories of Personality Development, Determinants of Personality, Personality Traits, Personality and Self-Concept, Managerial Implications of Personality in Organization, Attitude, Perception –Meaning and Definition, Perceptual Process, Managerial Implications of Perception in Business Situations, Perceptual Errors, Attribution Theory.	10
III	Motivation Definition, Nature and Importance, Basic Process, Need Theories of Motivation- The Concept of Needs, Maslow's Hierarchy of Needs Theory, Herzberg's Motivation-Hygiene Theory, Alderfer's ERG Theory, Mc Clelland's Achievement Motivation Theory, Cognitive and Behavioral theories- Expectancy, Equity, Goal-Setting theories.	10
IV	Foundations of Group Behaviour Definition of Group, Basic forces of Group Behaviour, Group Formation, Formal and Informal Group, Types of Group, Stages of Group Development, Group Decision Making, Group Effectiveness and Self Managed teams.	07
V	Conflict and Stress Management Meaning, Conflict in Organization, Nature of Conflict, Types of Conflict, Levels of Conflict, Conflict Management Process, Understanding Stress, Potential Sources of Stress, Consequences of Stress, Managing Stress.	07
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">• Stephen Robbins, Timothy A Judge, Seema Sanghi, Organisational Behavior, 13th Edition, Prentice Hall of India, 2009• Fred Luthans, Organisational Behavior, 11th Edition, McGraw Hill/Irwin, 2008 Suggested Readings: <ul style="list-style-type: none">• Paul Hersey & Kenneth Blanchard, Management of Organization Behavior, Prentice Hall, 2007• Jerald Greenberg and Robert A. Baron, Prentice Hall, 9th Edition, 2009.• Margie Parikh, Rajan Gupta, Organization Behavior, McGraw Hill, 1st edition, 2009• Robert Kreitner, Arizona State Organization Behavior, McGraw Hill, 8th edition, 2009• Hersei, Blanchard, Johnson, Management of Organization Behavior: leading Human Resources, 9th Prentice. edition Hall India, 2008	

Course Code: PGM-123		Course Name: Marketing Management - I
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none">• To introduce students to the elements of marketing analysis: marketing environment analysis, customer analysis and competitor analysis.• To familiarize students to the generic business strategies and strategic marketing decisions for profitable delivery of superior value to the customers.• To enhance their problem-solving and decision-making abilities in strategic areas of marketing.	
Unit	Contents	Lectures
I	Marketing Management : An Introduction Meaning and Definition, Selling vs. Marketing, Nature and Scope of Marketing, Core Marketing Concepts, Marketing-Mix, Marketing Environment Analysis.	10
II	Connecting With Customers Developing Marketing Strategies & Plans, Consumer Behaviour Influences and Buying Decision Process.	06
III	Marketing Research and Segmentation Marketing Research Process, Importance and Application, Levels and Bases of Market Segmentation, Selecting Market Segments and Targeting.	08
IV	Developing Value Proposition and Positioning Strategy Developing and Communicating Positioning Strategy, Differentiation Strategies, Product Life-Cycle, Marketing Strategies.	08
V	Developing Competitive Marketing Strategy Identifying and Analyzing Competitors, Competitive Strategies for Market Leaders and Challengers, Porter's Generic Competitive Strategies, Tapping into Global Markets.	08
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">• Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha: Marketing Management (Twelfth Edition), A South Asian Perspective; Pearson Education (Singapore) Pvt. Ltd. 2007.• Rajan Saxena, Marketing Management, Fourth Edition, Tata McGraw Hill, 2008. Suggested Readings: <ul style="list-style-type: none">• Michael J Evyl, Bruce J. Walker, William J. Stanton, Ajay Pandit, Marketing Tata Mc Graw Hill Education Pvt. Ltd 2010• Nick Ellis, James Fitchett, Matthew Higgins: Marketing a critical Textbook, sage South Asia, 2012.• Rajiv Lal, John A. Quelch, V. Kastur Rangan, Marketing:Text and Cases, Tata Mc Graw Hill Education Pvt. Ltd. 2009• Paul Baines, Chris Fill, Kelly Page marketing, Oxford university Press 2008• Dawn Lacobucci and Avinash Kapoor, Marketing Management, Cengage Learning Pvt. Ltd. 2011• David A. Aaker; Strategic Market Management (5th Edition); John Wiley & Sons (Asia) Pte. Ltd. 2000.• Greg W. Marshall, Mark W. Johnson, Marketing Management, Tata McGraw Hill.• Positioning: The Battle for Your Mind: Al Ries & Jack Trout, Tata McGraw-Hill• Michael J Etzel, Bruce J Walker, William J Stanton, Ajay Pandit, Marketing, 14e, McGraw Hill Education, Special Indian Edition.• Dhruv Grewal, Michael Levy, Marketing, McGraw Hill Education, Special Indian Edition.	

Course Code: PGM- 124		Course Name: Human Resource Management - I
Course Credit: 4.0		
Total No of Lectures Allocated: 40		
Time: 4 Lecture Hours per Week		
Aims and Objectives	<ul style="list-style-type: none">To provide the students with the basic knowledge of Human Resource Management and develop insight into the managerial skills required to effectively manage people in an organization, in order to achieve corporate goals successfully.	
Unit	Contents	Lectures
I	Introduction to Human Resource Management Human Resource Management- Meaning, Importance, Nature, Scope & Objectives; Evolution and Development of Personnel Management and HRM; Functions and Activities of HRM; line & staff role of HR	08
II	Acquiring Human Resources HR Planning & its Process, Job Analysis: Job Design & Job Description, Job Specification, Role Analysis, Recruitment; Selection, Appointment, Placement and Induction.	08
III	Training and Developing Human Resources Meaning, Need, Objectives; Training Needs Assessment, Training Methods, Training Evaluation, Executive Development.	07
IV	Compensating Human Resources Job Evaluations, Compensation Administration; Incentive Plans and Fringe Benefits, Emerging Statutory Aspects of Compensation & Benefits	07
V	Performance Appraisal Process Definition, Purpose, Objectives, Benefits, Steps in Appraisal Program, Methods of Performance Appraisal. Potential Appraisal	10
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Book: <ul style="list-style-type: none">Biswajeet Patnayak, Human Resources Management, Prentice Hall of India, 3rd edition, 2006VSP Rao, Human Resources Management: Text and Cases, Excel Book Publications, 2nd edition Suggested Readings: <ul style="list-style-type: none">L.M.Prasad, Human Resource Management, Jain Book Depot, 2005Gary Dessler, Human Resource Management, Prentice Hall of India, 10th edition, 2004Michael Armstrong, Human Resource Management Practice, Kogan Page Ltd, 10th edition, 2006R.S.Dwivedi, Human Resource Management, Galgotia Publishing House, 2007Robert L. Mathis and John H. Jackson, Human Resource Management, South-Western College Publications, Edition 11N.P.Agarwal, R.K.Tailor, Human Resource Management, RBSA Publishers, 2009	

Course Code: PGM-125		Course Name: Business Environment
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives		<ul style="list-style-type: none">The objective of the course is to develop an understanding of the methods for analyzing Business Environment and implications of changes in micro and macro environment for businesses.
Unit	Contents	Lectures
I	Nature of the Environment of Business Business Environment- Nature, Concept and Significance, Micro and Macro Environment, Porter's Five Forces Model of Competition, Environmental Scanning and its Process.	07
II	Non-Economic Environment of Business Social and Cultural Forces Affecting Business, CSR & Business Ethics, Role of the Political and Legal Forces in the Operation of Business, Concept and Significance of Technological Environment	08
III	Economic Policies, Government and Business Economic Structure - Types, Advantages and Disadvantages, A Brief Overview of the Monetary & Fiscal Policies, Disinvestment Policy of the Country- Recent Developments and Issues, Regulation for Foreign Collaboration	09
IV	Natural Environment and Value of Life Environmental Regulation for Pollution Control, Brief Study on the Concept of Carbon Credits	07
V	Recent Development in Business Environment of India Consumerism & Consumer Protection Act, Concept of Public Private Participation and its Implications, Government Policy Regarding Micro, Small and Medium Enterprises	09
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">Vivek Mittal, Business Environment, Excel Books, 2010Justin Paul, Business Environment, Tata McGraw Hill Publishing Co. Ltd., 2008 Suggested Readings: <ul style="list-style-type: none">Shaikh Saleem, Business Environment, Pearson Education, 2009Steiner and Steiner, Business Government and Society, Western Publishing, 2008Francis Cherunillam, Business Environment, Himalaya Publishing House, 2009V. Neelamegam, Business Environment, Vrinda Publications, 2008K. Chidambaram and V. Alagappan, Business Environment, Vikas Publication House Pvt Ltd, 2009	

Course Code: PGM-126		Course Title: Business Communication and Soft Skills
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives		<ul style="list-style-type: none">• To enable understanding of basics of communication and Soft Skills.• To impart knowledge about communication theory and develop skills in oral and non verbal communication.
Unit	Contents	Lectures
I	Concept and Patterns of Communication Attributes of Communication, Objectives of Communication, Communication Models, Channels of Communication, Communication Networks and Designs, Verbal and Nonverbal Communication, Barriers to Communication	06
II	Oral Communication: Speeches and Presentations, Dialogue Skills, Group Discussions, Interviewing, Participation in Business Meetings/Conferences, Negotiation, Negotiation Skills.	10
III	Communication in Business Environment Notice, Agenda, Minutes, Business Correspondence, Report Writing, Circular & Memos.	10
IV	Attitude and Motivation Positive Attitude, Motivation Skills, Interpersonal Skills, Emotional Intelligence and Team Working	08
V	Success Abilities and Time Management Business Etiquettes, Efficient Time Utilization Skills, Developing Success abilities.	06
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books <ul style="list-style-type: none">• P. D. Chaturvedi and Mukesh Chaturvedi, Business Communication: Concepts, Cases and applications, Pearson Education, 2007• S.R. Covey, The 7 Habits of highly effective People, Simon and Schuster Ltd., USA, 2007.• Sharma, R.C & K. Mohan, Business Report writing and Correspondence (TMH).• Shiv Khera: " You Can Win"	
	Suggested Readings: <ul style="list-style-type: none">• Lesikar, R.V. and J.D. Petitt, Jr. Business Communication: Theory and Application Homewood III; Richard D. Irwin.• Michael, V.P. Communication and Research for management Himalaya Publishing House, Bombay.• Ober, Contemporary Business Communication, Biztantra, An Imprint of Dreamtech Press• S.R. Covey, The 8 habit: From Effectiveness to Greatness, Simon and Schuster Ltd., USA, 2007• Bay T, Macpherson D, Change your Attitude, Pearson Education, 2002.• Thomas A. Limoncelli, Time Management for System Administration, O'Reilly Publications, 2005	

Trimesters – II

Course Code: PGM- 221		Course Name: Quantitative Applications in Management
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none">• The objective of the course is to equip the student with basic quantitative tools required to perform the role as a manager.• To do analytical evaluation and arrive at logical conclusions & inferences to the decisions	
Unit	Contents	Lectures
I	Introduction to Quantitative Techniques Concept Model Building for Business Decisions, Matrix, Determinants, Solving Linear Equations using Matrices, Concepts of Differentiation- Maxima, Minima.	10
II	Probability Distributions Theoretical Probability Distributions: Binomial, Poisson and Normal. Correlation and Regression basic concept, Karl-Pearson's coefficient of correlation.	11
III	Linear Programming Problem Formulation of LPP, Simplex and Graphical Method of Problem Solution, Elementary Ideas about Duality	07
IV	Decision Theory Decision Making Under Uncertainty- Maximax, Maximin, Minimax, Minimin, Laplace and Hurwicz criteria, Decision Making Under Risk- EMV, EOL, EPPI, EVPI, Bayesian Approach- Posterior Analysis, Decision Tree-Applications.	07
V	Game Theory Types of Games, Two Person Zero Sum Games, Mixed Strategy, Method of Solution	05
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">• Dr R. S. Khandelwal, Dr Satish Agarwal, Dr B. L. Gupta, Dr Tauseef Ahmad “Quantitative Analysis for Management”, Ajmera Book Company• Charles P Bonini, warren Hausman and Harold Bierman, Quantative analysis for management, Irwin/Mc Graw Hill Suggested Readings: <ul style="list-style-type: none">• Operations Research”, J. K. Sharma, McMillan India• Quantitative Techniques in Management”, N. D. Vohra, Tata McGraw Hill Publications• C. R. Kothari, “Quantitative Techniques”, Vikas Publishing House• Quantitative Methods for Business, Anderson Williams, 10th Edition Thopson• Tulisian, Quantitative Techniques Theory and Problems, Pearson Education.• S. D. Sharma, Operations Research. Kedar Nath and Ram Nath & Co. Ltd.	

Course Code: PGM - 222		Course Name: Micro Economics
Course Credit: 4.0		
Total No of Lectures Allocated: 40		
Time: 4 Lecture Hours per Week		
Aims and Objectives	<ul style="list-style-type: none">• To expose students to basic microeconomic concepts.• To provide a method/ approach to help draw correct conclusions/ solve economic problems.• To understand, explain and quantify the mechanism by which the total amount of resources possessed by society is allocated among alternative uses.	
Unit	Contents	Lectures
I	Introduction to Micro Economics Definition and Nature of Micro Economics, Scope, Importance and Limitations, Basic Economic Concepts of Scarcity, Utility and Equilibrium analysis, Types of Goods – Normal, Giffen, Veblen goods, Nature of commodities – Necessity, Comfort & Luxury.	07
II	Consumption and Supply Theory Theory and Law of Demand, Income and Substitution effect in the Demand curve, Individual and Market Demand, Determinants of Demand, Law of DMU & EMU, The Indifference curve theory, Concept of Elasticity of Demand, Types of elasticity of demand, Concept of Demand Forecasting, Methods – Qualitative and Quantitative (basic concepts only), Concept of Consumer Surplus, Supply – Law of Supply, Its determinants and Elasticity of supply	09
III	Cost and Revenue Analysis Cost - Concept and Types of Costs, Short Run Cost Analysis - Fixed, Variable, Total, Average and Marginal Cost Curves. Long Run Cost Analysis - Economies and Diseconomies of Scale and Long Run, Revenue Concept – Total, Average and Marginal Revenue Curve, Relationship between AR and MR under perfect and imperfect competition.	08
IV	Production Analysis Concept of Scales of Production, Economies and Diseconomies of Scale, Production Function, Returns to scale, Laws of Returns – The Traditional Approach Laws of Returns – The Isoquant- Isocost Approach	08
V	Market Structures Forms and characteristics of Market Structures – Perfect competition, Imperfect competition, Monopoly, Duopoly, Oligopoly and Monopolistic competition Price & Output determination under different market structures- Perfect Competition, Monopoly, Monopolistic and Oligopoly.	08
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books <ul style="list-style-type: none">• M.L. Jhingan, Micro Economic Theory, Vrinda Publications, 2009• D.N.Dwivedi, Managerial Economics, Vikas Publishing House, 7th edition• D. M. Mithani, Managerial Economics - Theory and Application, 8th edition Suggested Readings: <ul style="list-style-type: none">• Stonier and Hague, Textbook of Economic Theory, Longman Green and Co., London, 2008• Varshney & Maheswari, Managerial Economics, Sultan Chand & Sons, 2008• S.K.Misra & V.K.Puri, Indian Economy, Himalaya Publishing House, 2007• C.S. Barla, Managerial Economics, Malik & Co., 2009	

Course Code PGM- 223		Course Name: Marketing Management – II
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none">• To introduce students to the various marketing mix strategies.• To familiarize students with the concept of customer equity, managing marketing effort, and assessment of marketing performance.• To enable students to combine their earlier knowledge in the strategic areas of marketing with that in the tactical marketing strategies to improve their problem solving and decision-making abilities in the real life business situations.	
Unit	Contents	Lectures
I	Product Planning and Branding Marketing Mix Strategy, Product Characteristics and Classifications, Concept of Product-Mix, Product-Line Decisions, Branding and Brand Management, Packaging and Labelling, New Product Development Process.	10
II	Pricing Policies and Strategies Factors Affecting Pricing Decision, Pricing Methods, Policies and Strategies, Initiating and Responding to Price Changes.	06
III	Managing Integrated Marketing Communications Designing and Managing Integrated Marketing Communications, Advertising, Sales-Promotion, Personal Selling, Event Marketing and Internet Marketing.	10
IV	Designing and Managing Distribution Channels Role of Marketing Channels, Channel-Design Decisions, Channel-Management Decisions, Channel Integration and Systems, Channel Conflict and Co-operation, Managing Wholesaling and Retailing.	06
V	Managing the Marketing Effort Marketing Organisation, Control of Marketing Operations, Objectives, Benefits and Techniques, Customer Value and Customer Relationship Management.	08
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">• Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha: Marketing Management (Twelfth Edition), A South Asian Perspective; Pearson Education (Singapore) Pvt. Ltd. 2007.• Rajan Saxena, Marketing Management, Fourth Edition, Tata McGraw Hill, 2008. Suggested Readings: <ul style="list-style-type: none">• Michael J Evyl, Bruce J. Walker, William J. Stanton, Ajay Pandit, Marketing Tata Mc Graw Hill Education Pvt. Ltd 2010• Nick Ellis, James Fitchett, Matthew Higgins: Marketing a critical Textbook, sage South Asia, 2012.• Rajiv Lal, John A. Quelch, V. Kastur Rangan, Marketing:Text and Cases, Tata Mc Graw Hill Education Pvt. Ltd. 2009• Paul Baines, Chris Fill, Kelly Page marketing, Oxford university Press 2008• Dawn Lacobucci and Avinash Kapoor, Marketing Management, Cengage Learning Pvt. Ltd. 2011• David A. Aaker; Strategic Market Management (5th Edition); John Wiley & Sons (Asia) Pte. Ltd. 2000.• Greg W. Marshall, Mark W. Johnson, Marketing Management, Tata McGraw Hill.• Positioning: The Battle for Your Mind: Al Ries & Jack Trout, Tata McGraw-Hill• Michael J Etzel, Bruce J Walker, William J Stanton, Ajay Pandit, Marketing, 14e, McGraw Hill Education, Special Indian Edition.• Dhruv Grewal, Michael Levv. Marketing. McGraw Hill Education. Special Indian Edition.	

Course Code: PGM- 224		Course Name: Human Resource Management II
Course Credit: 4.0		
Total No of Lectures Allocated: 40		
Time: 4 Lecture hours per week		
Aims and Objectives		<ul style="list-style-type: none">To develop an understanding of the issues related to motivation of human resource and industrial relations, as well as develop an insight into the contemporary issues of HRM.
Unit	Contents	Lectures
I	Strategic Human Resource Management: Meaning, concept, levels of SHRM, traditional vs strategic HR & competency mapping: meaning, competencies & HR	10
II	Career Planning (Succession Planning) Introduction, Roles in Career Planning and Development, Career Development, Succession Planning, employee mobility & employee separation.	10
III	International Human Resource Management Concept, Issues, HR and the Globalization of business, Implementing a International HR System: compensation management & industrial relations, Global differences and limitations in HR practices.	04
IV	Managing Industrial Relations Dynamics of Industrial Relations, Discipline and Grievance Management, Collective Bargaining, Trade Unions, Industrial Disputes and Settlement Machinery.	10
V	Contemporary issues in Human Resource Management Virtual Organizations, Human Resource Outsourcing, Work-life balance, Human Resources Accounting and Audit, HRM and technology. Employee empowerment.	6
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India, 3rd edition, 2006R.S.Dwivedi,Human Resource Management, Galgotia Publishing House, 2007VSP Rao,Human Resource Management: Text and Cases, Excel Books, 2002 Suggested Readings: <ul style="list-style-type: none">L.M.Prasad, Human Resource Management, Jain Book Depot, 2005K.Aswathappa, Human Resource and Personnel Management Tata Mc Graw Hill, New Delhi, 2007Udai Pareek & T.V.Rao, Designing and managing human resource system, Oxford & IBH, 2006Robert, L. Mathis & John, H. Jackson, Human Resource Management, Kogan Page, 10th editionMichael Armstrong, Human Resources Management Practice, Kogan Page, 10th edition, 2007	

Course Code: PGM- 225		Course Name: Financial Management-I
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives		<ul style="list-style-type: none">To understand the role and importance of key financial aspects and to place them in a real world context facilitating practical insights.
Unit	Contents	Lectures
I	Introduction Meaning of Financial Management, Functions and Objectives of Financial Management – Profit Maximization and Wealth Maximization, Changing Role of Finance Managers.	06
II	Time Value of Money Rationale and Techniques, Future Value of Single Cash Flow & Annuity, Present Value of Single Cash Flow, Risk and Return- Risk & Return of Single Asset, Risk & Return of a Portfolio, beta measurement by correlation method.	09
III	Working Capital Management Nature of Working Capital, Trade- Off Between Profitability and Risk, Need for Working Capital, Determinants of Working Capital, Computation of Working Capital – operating cycle method and net assets method.	09
IV	Management of Cash Motives for Holding Cash, Objectives of Cash Management, Factors Determining Cash Needs, Cash Management: Basic Strategies, Cash Management Techniques/ Processes. Receivables Management Introduction, Objectives, Credit Policies, Collection Policies- Liberal and Strict.	11
V	Inventory Management Objectives, Costs of Holding Inventory, Benefits of Holding Inventory, Techniques; ABC System, EOQ Model, Order Point Problem	05
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">Prasanna Chandra , Financial Management, Tata McGraw Hill, 2011M.Y. Khan and P.K.Jain, Financial Management, Tata McGraw Hill, 2011Paul D. Kimmel, J.Jerry , Weygandt, E.Donald, Kieso ,Financial Accounting : Tools for Business Decision Making ,Wiley Publication, 2011 Suggested Readings: <ul style="list-style-type: none">Richard A Brealey, Stewart C Myers, Franklin Allen, Pitabas Mohanty, Principles of Corporate Finance, Tata McGraw-Hill Publication, 10th Edition, 2012I M Pandey , Financial Management, Vikas Publishing House, 10th Edition, 2010Stanley B. Block, Geoffrey A. Hirt, Bartley R. Danielsen, Foundations of Financial Management, Tata McGraw Hill,13th Edition, 2011Robert F. Bruner, Case Studies in Finance, Tata McGraw Hill,5th Edition, 2008Dr. R.P.Rustagi, Fundamentals of Financial Management, Taxmann's,9th Edition,V.K. Bhalla, Contemporary Issues in Finance, MacMillian, 2008	

Course Code: PGM-226		Course Name: Accounting for Managers
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none">• To familiarize the students with the preparation & calculation of management accounts.• To develop an understanding of accounting data which helps in managerial decision making.	
Unit	Contents	Lectures
I	Introduction to Management Accounting Nature and Purpose of Management Accounting, Generally Accepted Accounting Principles Elementary Financial Accounting Journal Entries, Ledger, Trial Balance, Preparation of Final Accounts of sole proprietor (with basic adjustments only)	11
II	Financial Statement Analysis Meaning and Importance of Financial Analysis, Types of financial analysis – Horizontal, Vertical, Internal and External. Tools of financial analysis – Comparative statements, common size statements and trend analysis.	07
III	Ratio Analysis Meaning, Significance and Limitations of Ratio Analysis, Calculation & Interpretation of Liquidity Ratios, Solvency Ratios, Turnover Ratios, Profitability Ratios and Investment Ratios.	12
IV	Basic Concepts of Cost Accounting Meaning & Definition of Cost Accounting, Cost Unit, Types of Cost Unit, Cost Centre, Elements of Cost – Material, Labour and Expenses. Preparation of Cost Sheet. Similarities and difference between Cost Accounting, Financial Accounting and Management Accounting.	05
V	Cost- Volume- Profit Analysis Meaning, Concept of Marginal Costing, Utility and Limitations of CVP. Break- Even Analysis, Profit Volume Ratio and Margin of Safety.	05
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">• M Y Khan & P K Jain, Managerial Accounting, Tata McGraw Hill Publication, 2011• M.R.Agarwal, Management Accounting, Garima Publications, 2010• Dr. S.N. Maheswari, Management Accounting, Sultan Chand & Sons Publication, 2010 Suggested Readings: <ul style="list-style-type: none">• Ravi M Kishore, Advanced Cost Accounting & Cost Systems, Taxmann's Publication, 2011.• Vijay Kumar, Accounting for Management, McGraw Hill Publication, 4th Edition, 2010.• Anthony, Hawkins, Merchant, Accounting, Text and Cases, Tata McGraw Hill Publication, 12th Edition, 2012.• Ramachandran & Kakani, Financial Accounting for Management, Tata McGraw Hill, 2nd Edition, 2011.	

Trimester- III

Course Code: PGM- 321		Course Name: Production and Operation Management
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives		<ul style="list-style-type: none">To acquaint with decision making in planning, scheduling and control of production and operation functions.To enable understanding in production and operations through layout engineering and quality management.
Unit	Contents	Lectures
I	Introduction to Production and Operations Management Meaning and Scope of Production and Operation Management- Process Planning and Design, Facility Location, Types of Manufacturing Systems & Layouts.	07
II	Production Planning and Forecasting Production Planning and Control, Demand Forecasting, Transportation and Assignment Problems.	09
III	Capacity Planning and Material Management Capacity Management, Aggregate Planning, Scheduling, Material Handling, Inventory Control Techniques, Concept of JIT.	09
IV	Work Study Management Work Study, Motion study, Method Study, Work Measurement, Work Sampling, Computer Aided Manufacturing (CAM) Systems, Maintenance Management including replacement problems.	09
V	Total Quality Management Concept and Objectives of Total Quality Management (TQM): Six Sigma – Case Study on Dabbawalas, McDonalds, International Quality Certification and Standards and their applicability in operations.	06
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">N.P. Agarwal, K. R. Tailor – Operation and Production Management (RBSA Publishers), 1st Edition, 2009.P.Rama Murthy, Production and Operations Management, New Age International Publishers, Revised Second Edition, 2013.B.S. Goel – Production and Operations Management, Pragati Prakashan, Merrut, 21 Edition, 2013.Kanishka Bedi, Production and Operations Management, Oxford University Press, Third Edition, 2013. Suggested Readings: <ul style="list-style-type: none">Everett & Ronald, Production and Operations Management: Concepts, Models and Behaviour, Prentice-Hall, 2009.R.B. Khanna, Production and Operations Management, Prentice-Hall, I Edition, 2008.Buffa, R.K. Sarin, Modern Production/ Operations Management, John Wiley and sons, 8th edition, 2011.R. Panneerselvam, Production & Operation Management, Prentice Hall, 3rd edition, 2012.S. N. Chary, Production & Operation Management, Tala McGraw-Hill, 5th edition, 2012.	

Course Code: PGM - 322		Course Name: Macro Economics
Course Credit: 4.0		
Total No of Lectures Allocated: 40		
Time: 4 Lecture Hours per Week		
Aims and Objectives	<ul style="list-style-type: none">• To expose students to basic microeconomic concepts.• To provide a method/ approach to help draw correct conclusions/ solve economic problems.• To understand, explain and quantify the mechanism by which the total amount of resources possessed by society is allocated among alternative uses.	
Unit	Contents	Lectures
I	Introduction to Macro Economics and Basic Concepts of National Income Macro Economics- Meaning, Scope, Importance and Limitations, Difference between Micro Economics and Macro Economics, National Income- Concept, GNP,NNP,GDP,PCI Methods and difficulties in Measurement of National Income, Index Number- Meaning, Importance and Limitations	08
II	Output and Employment Say's Law of Market- Classical theory of employment, criticism by Keynes, Keynesian Theory of Employment –the AS-AD Model, Consumption Function- Meaning, Psychological law of consumption, APC, MPC, Factors influencing consumption function.	08
III	Economic Growth and Development Meaning of Economic growth, Factors affecting economic growth, Concept of Development, Stages of Development, Differences between Growth & Development.	08
IV	Money, Inflation and Deflation Meaning and functions of Money, Supply of money: Constituents – Determinants of money supply. Velocity of circulation of money - RBI's approach to measurement of money supply (Liquidity measures). Inflation- Meaning, Causes and Consequences, Types: Demand Pull and Cost Push Inflation, Deflation- Meaning, Causes and Consequences.	10
V	Business Cycles Meaning and Features of Business Cycles, Phases of Business Cycles, Theories of Business Cycles- Innovation theory and Hicks theory.	06
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">• Misra, S. K. & V. K. Puri (2010), Indian Economy: Its Development Experience, Himalaya Publishing House, Mumbai.• Ahuja H.L. (2008), Macroeconomics Theory & Policy, S. Chand & Company Ltd., Ram Nagar, New Delhi.• Jingan M.L. (2002) Macro Economic Theory, Vrinda Publication, Delhi• Agarwal Vanita (2010) Macroeconomics: Theory and Policy Suggested Readings: <ul style="list-style-type: none">• Vaish M. C. (2002) Macro Economic Theory, Vikas Publishing House, N. Delhi• C.S. Barla, Managerial Economics, Malik & Co., 2009	

Course Code: PGM-323		Course Title: Information Technology for Management
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none">• Issues and strategies of managing Information Technology.• Providing Information Technology support for system development, technology planning, and operations	
Unit	Contents	Lectures
I	Introduction to IT Concept, Component, IT application in Management, Hardware and Software, Database Management, Introduction to Word Processor and Electronic Presentation, Spreadsheets	08
II	Technology Environment and Strategic Issues of IT Organizational Structure and Design, Dependence on Technology, Integrating Technology with Business Environment. IT and Corporate Strategy, Sustaining a Competitive Edge through application of IT in management functions.	08
III	Global IT Trends Introduction to e-commerce and Business Models of e-commerce, e-business, Mobile Commerce, e-payments and ERP Wireless Access Technologies: GSM, GPS, CDMA, GPRS, Bluetooth, Infrared, 3G & 4G technologies, RFID, Modern Computing and storage methods.	08
IV	Managing System Development Introduction, Types of Systems, Foundations of System Development, System Reengineering, System Integration and Internet Based Systems.	08
V	IT Management Issues for Senior Management Management control of Information Technology, Auditing, Security Concerns, Outsourcing, Societal Implications and On Line Trends.	08
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">• Henry C. Lucas, Information Technology for Management, McGraw Hill, International Edition, July 2001.• Kenneth C. Laudon & Jane P. Laudon, Management Information System, Global Edition, Pearson Education, 2009.• Waman Jawadekar, Management Information System: Text and Cases, Tata McGraw Hill, June 2009. Suggested Readings: <ul style="list-style-type: none">• Leidner Dorothy, Turban Efrain, Information Technology for Management, 6th Edition, Wiley India, 2008.• Barbara C McNurlin, Ralph H Sprague Jr., Information Systems Management In Practice, Sixth Edition, Tata Mc Graw Hill, 2003• Luiz Antonio Joia, IT- Based Management Challenges and Solutions, Idea Group Publishing, 2003.• Stephen Haag, Maeve Cummings, Management Information Systems for the Information Age, 4th Edition, Tata McGraw Hill ,2004• Henry C. Lucas, Jr., Information Technology: Strategic Decision Making for Managers, John Wiley & Sons Inc., 2005.• Asoke K Talukder, Roopa R Yavagal, Mobile Computing, Tata McGraw Hill, 2005.	

Course Code: PGM - 324		Course Name: Research Methodology in Management
Course Credit: 4.0		
Total Number of Lectures Allocated: 40		
Time: 4 Lecture hours per week		
Aims and Objectives		To enable the students to identify problems for managerial decision making, design a research, collect data, analyze and write a report.
Unit	Contents	Lectures
I	Research Methodology an Introduction Nature & Scope of Research, Characteristics of Research, Motivation in Research, Types of Research, Research Methods versus Methodology, Research Process, Defining the Research Problem: Meaning & Significance.	10
II	Research Design and Sampling Meaning and Objective of Research Design, Classification of Research Design, Relationships among Exploratory, Descriptive and Causal Research. Meaning and Characteristics of Sampling, Steps in Sampling design. Types of sampling: probability and non-probability sampling - random, stratified random, systematic, cluster and multistage sampling. Criteria for Selecting Sampling Procedure.	08
III	Collection of data and Scaling Techniques Primary and Secondary data, Methods of Primary data collection, Questionnaires, Observations, Interview, and Types of Secondary data, Selection of Appropriate Method for Data collection, Process and Analysis of data: Processing Operations, Measurement Scales, Sources of Error in Measurement scales, Meaning and Classification of Scaling, Attitude Scaling Techniques.	08
IV	Analysis and Testing of Hypothesis Hypothesis: Meaning, Null and Alternate hypothesis, level of significance, Type I & Type II error, Two tail and One tail test. Meaning of Parametric and Non-Parametric tests. Testing of Hypothesis: t-test, Z-test, F- test, Chi-square test, Analysis of Variance (One way and two way ANOVA only).	08
V	Interpretation and Report Writing Meaning of Interpretation, Precautions in Interpretation, Significance of Report writing, Types of reports, Process of report writing, Mechanics of writing a research report.	06
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">• C.R.Kothari, Research Methodology, New Age Publication, 2nd revised edition, 2012.• Naresh Malhotra, Marketing Research: An Applied Orientation, Pearson Education, 2010.• Gupta S.P., Statistical Methods, Sultan Chand, 28th Edition, 2010.• Sekaran & Bougie, Research Methods for Business: A Skill Building Approach, John Wiley & Sons, 2013.	
	Suggested Readings: <ul style="list-style-type: none">• Levin & Rubin, Statistics for Management , Pearson, 7th edition, 2012.• Levine, Business Statistics, Pearson, 5th edition, 2010.• Cooper, Schindler & Sharma, Business Research Methods, Tata McGraw Hill, 2012.• Anderson, Essentials of Contemporary Business Statistics, Sweeney and Williams, Thomson South-Western Publishers, 2012.• Kothari B.L., Research Methodology: Tools and Techniques, ABD Publishers, 2011• Naval Bajpai, Business Research Methods. Pearson Education. 2011.	

Course Code: PGM- 325		Course Name: Financial Management - II
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none">To familiarize the students with the financial aspects of managerial decisions and to develop the skills to determine capital structure and other financial policies.	
Unit	Contents	Lectures
I	Investment Decision Capital Budgeting Process, Basic Principles of Capital Expenditure Proposals, Various appraisal Methods-Average Rate of Return, Pay back Period DCF Methods. NPV, IRR and Profitability Index, Merits and Demerits of Appraisal Methods, Conflicts in Decision Making, Investment Appraisal Methods in Practice.	08
II	Capital Structure Basic Issues, Irrelevance Approach, Relevance of Capital Structure Determination of Optimal Capital Structure, Features of Sound capital Structure, Planning the Capital Structure, Capital Structure Theories- Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani- Miller Approach.	09
III	Cost of Capital Significance, Computation, Composite or Overall or Weighted Average and Marginal cost of capital	09
IV	Dividend Policy Decision Introduction, Modigliani and Miller (MM) Hypothesis, Walter's Model, Gordon's Model, Determinants of Dividend Policy	08
V	Leverage Meaning of Leverage, Operating Leverage, Financial Leverage, EBIT- EPS Analysis, Indifference Point, Combined Leverage	06
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">Prasad G. Godbole, Mergers, Acquisitions. And Corporate Restructuring, Vikas Publication Private Limited, 2009Prasanna Chandra, Financial Management, Tata McGraw Hill, 2007Paresh P. Shah, Financial Management, Biztantra Publication, 2007Khan and Jain, Financial Management, Tata Mc Graw Hill, 2007 Suggested Readings: <ul style="list-style-type: none">Kothari & Dutta, Contemporary Financial Management, Machanilan India Ltd, 2008Ravi M Kishore, Financial Management, Taxmann's,7th Edition, 2009Dr.R.P.Rustagi, Elements of Financial Management, Taxmann's, 10th EditionRuzbeh J. Bodhanwala, Financial Management, Taxmann's, 3rd Edition, 2009Randolph W Westerfield, Stephen A Ross, Bardford D Jordon, Fundamentals of Corporate Finance, Tata McGraw Hill, 8th Edition, 2007Kester, Case Problems in Finance, Tata McGraw Hill, 12th Edition, 2007	

Course Code: PGM-326		Course Name: Management Accounting
Course Credit: 4.0		
Total no. of Lectures allocated : 40		
Time: 4 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none">• To familiarize the students with the preparation & calculation of management accounts.• To develop an understanding of accounting data which helps in managerial decision making.	
Unit	Contents	Lectures
I	Introduction to Management Accounting Meaning and importance of Management Accounting, Installation of Management Accounting System, Role and Functions of Management Accountant. Recent developments in Management Accounting – Human Resource Accounting and Inflation Accounting.	5
II	Fund Flow Analysis Introduction, Concept of Funds, Need of Fund Flow Statement, Construction of Fund Flow Statement. Interpretation from published fund flow statements.	10
III	Cash Flow Statement Introduction, Concept, Preparation of Cash Flow Statement as per Accounting Standard 3 - Direct and Indirect Method, Difference between Fund Flow Statement and Cash Flow Statement. Interpretation from published cash flow statements.	10
IV	Budgetary Control Meaning and importance of Budgetary Control, Objectives of Budgetary Control, Types of budget, Preparation of Budgets – Cash Budget and Flexible Budget. Performance Budgeting and Zero Base Budgeting, Difference between Traditional Budgeting and Zero Base Budgeting.	08
V	Standard Costing and Variance Analysis Meaning & Significance of Standard Costing, Difference between Budgetary Control & Standard Costing, Types of Variance Analysis, Calculation of Material and Labour Variances only.	07
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none">• M Y Khan & P K Jain, Management Accounting, Tata McGraw Hill Publication, 2011.• I.M. Pandey, Management Accounting, Vikas Publishing House, 2009.• Dr. S.N. Maheswari, Management Accounting, Sultan Chand & Sons Publication, 2011.• Ravi M Kishore, Advanced Management Accounting, Taxmann's Publication, 2010. Suggested Readings: <ul style="list-style-type: none">• Ravi M Kishore, Advanced Cost Accounting & Cost Systems, Taxmann's Publication, 2010.• Jain, Khandelwal, Pareek & Sipani, Management Accounting-II, RBD Professional Publications, 2012.• Vijay Kumar, Accounting for Management, McGraw Hill Publication, 4th Edition, 2010.• Anthony, Hawkins, Merchant, Accounting, Text and Cases, Tata McGraw Hill Publication, 12th Edition, 2011.• Ramachandran & Kakani, Financial Accounting for Management, Tata McGraw Hill, 2nd Edition, 2010.	