

AIMA – PGDM 2025–27

## **Module 1**

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# **Core Course Syllabi**

CC01 · CC02 · CC03 · CC04 · CC05 · CC06

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**SIES School of Business Studies  
and  
All India Management Association (AIMA)**

# Contents

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- CC01** Business Statistics
- CC02** Managerial Economics
- CC03** Management Functions and Organisational Behaviour
- CC04** Financial Accounting and Analysis
- CC05** Communication for Managers
- CC06** Management Information Systems

### Part 1: Introduction to Statistics

- Chapter 1: Introduction to Statistics
- Chapter 2: Charts and Graphs
- Chapter 3: Descriptive Statistics – Measures of Central Tendency

### Part 2: Probability

- Chapter 4: Measures of Dispersion
- Chapter 5: Probability
- Chapter 6: Discrete Probability Distributions
- Chapter 7: Continuous Probability Distributions
- Chapter 8: Sampling and Sampling Distributions

### Part 3: Statistical Inference

- Chapter 9: Statistical Inference – Estimation for Single Populations
- Chapter 10: Statistical Inference – Hypothesis Testing for Single Populations
- Chapter 11: Statistical Inference – Hypothesis Testing for Two Populations
- Chapter 12: Analysis of Variance and Experimental Designs
- Chapter 13: Hypothesis Testing for Categorical Data (Chi-Square Test)
- Chapter 14: Simple Linear Correlation and Regression Analysis

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**Textbook:** *Business Statistics by Ken Black (Third Edition) | Wiley Publication*

### Part 1: Microeconomics

- Chapter 1: Introduction to Managerial Economics, its Application and Related Concepts
- Chapter 2: Demand, Supply and Elasticity
- Chapter 3: The Utility Theory
- Chapter 4: Production
- Chapter 5: The Cost Function
- Chapter 6: Market Structure – Perfect Competition & Monopoly
- Chapter 7: Market Structure – Monopolistic Competition & Oligopoly

### Part 2: Macroeconomics

- Chapter 8: National Income
- Chapter 9: Classical Model of Income Determination
- Chapter 10: Keynesian Model of Income Determination in a Two-sector Economy, Shifts in Aggregate Demand and Multiplier
- Chapter 11: Keynesian Model of Income Determination in Three-sector and Four-sector Economies

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**Textbook:** *Managerial Economics by Suma Damodaran (Second Edition) | Oxford University Press*

### Part I: Management – A Conceptual Framework

- Chapter 1: Introduction to Management
- Chapter 2: The Evolution and the Environment of Management
- Chapter 3: Social Responsibilities of Managers

### Part II: Planning and Decision Making

- Chapter 4: Planning
- Chapter 5: Decision Making

### Part III: Organising

- Chapter 6: Organisational Structure
- Chapter 7: Authority, Responsibility and Accountability
- Chapter 8: Coordination

### Part IV: Directing and Leading

- Chapter 9: Directing
- Chapter 10: Leadership
- Chapter 11: Motivation and Morale
- Chapter 12: Teams and Teamwork

### Part V: Controlling

- Chapter 13: Controlling

### Part VI: Organisational Behaviour

- Chapter 14: Introduction to Organisational Behaviour
- Chapter 15: Attitudes and Job Satisfaction
- Chapter 16: Personality and Values
- Chapter 17: Perception, Learning and Individual Decision Making
- Chapter 18: Emotions and Moods

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**Textbook:** *Management Functions and OB by Pravin Durai (First Edition) | Pearson Publication*

### Part 1: The Foundation

- Chapter 1: Measurement of Profit and Financial Position – Business Transactions to Recording in Journal / Journal to Trial Balance
- Chapter 2: Measurement of Profit and Financial Position – Trial Balance to Balance Sheet and Profit & Loss Account (Non-Corporate / Corporate Entities)

### Part 2: Concepts and Principles

- Chapter 3: Conceptual Framework for the Preparation and Presentation of Financial Statements – Indian Accounting Standards (Ind AS)
- Chapter 4: GAAPs and Accounting Policies

### Part 3: Asset Valuation

- Chapter 5: Valuation of PPE, Other Tangible Fixed Assets and Related Issues of Government Grants and Borrowing Costs
- Chapter 6: Depreciation on PPE and Other Tangible Fixed Assets
- Chapter 7: Valuation of ROU (Leased) Assets and Intangible Assets, Amortization, Asset Impairment and Valuation of Inventories
- Chapter 8: Financial Instruments – Financial Assets, Financial Liabilities and Investments

### Part 4: Understanding the Annual Report

- Chapter 9: Ind-AS Financial Statements of Reliance Industries Limited along with Notes to Accounts and Significant Accounting Policies
- Chapter 10: Other Mandatory Financial Reports

### Part 5: Financial Statement Analysis

- Chapter 11: Financial Statement Analysis – Multi-step, Horizontal, Vertical and Trend Analyses
- Chapter 12: Financial Statement Analysis – Earnings Per Share (EPS) Analysis
- Chapter 13: Financial Statement Analysis – Ratio Analysis
- Chapter 14: Construction and Analysis of Corporate Statement of Cash Flows
- Chapter 15: Model for Strategic and Integrated Managerial Financial Analysis of Annual Reports

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**Textbook:** *Financial Accounting and Analysis by Amrish Gupta (Latest Edition) | Pearson Publication*

### Part 1: Foundations of Business Communication

- Chapter 1: Introduction to Business Communication
- Chapter 2: Theories of Interpersonal and Organisational Communication
- Chapter 3: Communicating in a Diverse Work Environment
- Chapter 4: Crisis Communication Strategies

### Part 2: Oral Communication and Presentation

- Chapter 5: Business Meetings and Negotiations
- Chapter 6: Preparing and Delivering Presentations

### Part 3: Written Communication

- Chapter 7: Introduction to Business Writing
- Chapter 8: Planning, Composing, and Writing Reports
- Chapter 9: Employment Communication

### Part 4: Communication Skills

- Chapter 10: Reading Skills
- Chapter 11: Speaking Skills
- Chapter 12: Conversation Skills
- Chapter 13: Listening Skills
- Chapter 14: Cross Cultural Communication
- Chapter 15: Business Etiquette
- Chapter 16: Communication for Effective Marketing

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**Textbook:** *Communication for Managers* by Payal Mehra, P.D. Chaturvedi & Mukesh Chaturvedi (First Edition) | Pearson Publication

### **Part One: Organisations and Management**

- Chapter 1: Information Systems in Global Business Today
- Chapter 2: Information Systems, Organisations, and Strategy

### **Part Two: Information Technology Infrastructure**

- Chapter 3: IT Infrastructure and Emerging Technologies
- Chapter 4: Foundation of Business Intelligence – Database and Information Management
- Chapter 5: Telecommunication Technologies
- Chapter 6: Securing Information Systems

### **Part Three: Building and Managing Information Systems**

- Chapter 7: Building Information Systems

### **Part Four: Key Application Systems for the Digital Age**

- Chapter 8: Enterprise Applications
- Chapter 9: Managing Knowledge and Artificial Intelligence
- Chapter 10: Enhancing Decision Making

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**Textbook:** *Management Information Systems by Laudon & Laudon (Latest Edition) | Pearson Publication*



**AIMA – PGDM 2025–27**

## **Module 2**

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# **Core Course Syllabi**

**MM01 · FM12 · HR01 · OM01 · GM07 · GM02**

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- MM01** Marketing Management
- FM12** Financial Management
- HR01** Human Resource Management
- OM01** Production and Operations Management
- GM07** Research Methodology
- GM02** Business Environment

### **PART 1 Fundamentals of Marketing Management**

- Chapter 1 Defining Marketing for the New Realities
- Chapter 2 Marketing Planning and Management

### **PART 2 Understanding the Market**

- Chapter 3 Analyzing Consumer Markets
- Chapter 4 Analyzing Business Markets

### **PART 3 Developing a Viable Market Strategy**

- Chapter 5 Identifying Market Segments and Target Customers
- Chapter 6 Crafting a Customer Value Proposition and Positioning

### **PART 4 Designing Value**

- Chapter 7 Designing and Managing Products
- Chapter 8 Designing and Managing Services
- Chapter 9 Managing Pricing and Sales Promotions

### **PART 5 Communicating Value**

- Chapter 10 Managing Marketing Communications
- Chapter 11 Personal Selling and Direct Marketing

### **PART 6 Delivering Value**

- Chapter 12 Designing and Managing Distribution Channels

### **PART 7 Managing Growth**

- Chapter 13 Driving Growth in Competitive Markets
- Chapter 14 Developing New Market Offerings
- Chapter 15 Environmental, Social, and Governance Issues in Marketing

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**Textbook:** *Marketing Management* by Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth & G. Shainesh | Pearson Publication

## **FM12 Financial Management**

### **Part 1 Introduction to Financial Management**

- Chapter 1 Nature of Financial Management
- Chapter 2 Time Value of Money
- Chapter 3 Portfolio Theory and Assets Pricing Models

### **Part 2 Capital Budgeting Decisions**

- Chapter 4 Capital Budgeting Decisions

### **Part 3 The Cost of Capital**

- Chapter 5 The Cost of Capital

### **Part 4 Operational / Financial Leverage**

- Chapter 6 Operational / Financial Leverage

### **Part 5 Capital Structure: Theory and Policy**

- Chapter 7 Capital Structure: Theory and Policy

### **Part 6 Valuation and Financing**

- Chapter 8 Valuation and Financing

### **Part 7 Dividend Policy and Theory**

- Chapter 9 Dividend Theory
- Chapter 10 Dividend Policy

### **Part 8 Long-Term Finance: Shares, Debentures and Term Loans**

- Chapter 11 Long-Term Finance: Shares, Debentures and Term Loans

### **Part 9 Financial Statement Analysis**

- Chapter 12 Financial Statement Analysis

### **Part 10 Working Capital Management**

- Chapter 13 Working Capital Management

### **Part 11 Inventory Management**

- Chapter 14 Inventory Management

### **Part 12 Corporate Restructuring, Mergers and Acquisitions**

- Chapter 15 Corporate Restructuring, Mergers and Acquisitions

### **Part 13 Derivatives for Managing Financial Risk**

- Chapter 16 Derivatives for Managing Financial Risk

### **Part 14 International Financial Management**

- Chapter 17 International Financial Management



### Part One Introduction

- Chapter 1 Introduction to Human Resource Management
- Chapter 2 Employment Laws in India
- Chapter 3 Human Resource Policy, Strategy, and Performance

### Part Two Recruitment, Placement, and Talent Management

- Chapter 4 Job Analysis and the Talent Management Process
- Chapter 5 Human Resource Planning
- Chapter 6 Recruitment and Selection

### Part Three Training and Development

- Chapter 7 Training and Developing Employees
- Chapter 8 Performance Management
- Chapter 9 Managing Careers and Retention

### Part Four Compensation

- Chapter 10 Pay for Performance and Financial Incentives
- Chapter 11 Benefits and Services

### Part Five Enrichment Topics in Human Resource Management

- Chapter 12 Employee Relations
- Chapter 13 Collective Bargaining
- Chapter 14 Managing Global Human Resources

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**Textbook:** *Human Resource Management* by Gary Dessler & Biju Varrkey | Pearson Publication

### Part I Conceptualizing Sustainable Operations

- Chapter 1 Operations Management: Trends and Issues
- Chapter 2 Operations Strategy
- Chapter 3 Project Management

### Part II Operations and the Value Chain

- Chapter 4 Supply Chain Management
- Chapter 5 Facilities Location

### Part III Designing Operations

- Chapter 6 Process and Capacity Analysis
- Chapter 7 Design of Manufacturing Processes
- Chapter 8 Design of Service Systems
- Chapter 9 Product Development Process
- Chapter 10 Total Quality Management
- Chapter 11 Lean Management

### Part IV Planning and Control of Operations

- Chapter 12 Operations Planning
- Chapter 13 Resources Planning
- Chapter 14 Inventory Planning and Control
- Chapter 15 Operations Scheduling
- Chapter 16 Six-Sigma Quality Control

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**Textbook:** *Production and Operations Management by B. Mahadevan (Third Edition) | Pearson Publication*

### Part 1 Introduction and Early Phases of Research

- Chapter 1 Introduction to Research
- Chapter 2 Defining the Research Problem and Developing an Approach

### Part 2 Research Design Formulation

- Chapter 3 Research Design
- Chapter 4 Exploratory Research Design: Secondary and Syndicated Data
- Chapter 5 Exploratory Research Design: Qualitative Research
- Chapter 6 Descriptive Research Design: Survey and Observation
- Chapter 7 Measurement and Scaling: Fundamentals and Comparative Scaling
- Chapter 8 Measurement and Scaling: Noncomparative Scaling Techniques
- Chapter 9 Questionnaire and Form Design
- Chapter 10 Sampling: Design and Procedures
- Chapter 11 Sampling: Final and Initial Sample Size Determination

### Part 3 Data Collection, Preparation, Analysis, and Reporting

- Chapter 12 Fieldwork
- Chapter 13 Data Preparation
- Chapter 14 Frequency Distribution, Cross-Tabulation, and Hypothesis Testing

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**Textbook:** *Research Methodology (Marketing Research – An Applied Orientation)* by Naresh K. Malhotra & Satyabhusan Dash (Seventh Edition) | Pearson Publication

### **Unit I Concept of Business Environment**

- Chapter 1 Business Environment

### **Unit II Political-Legal Environment**

- Chapter 2 Foreign Exchange Management Act (FEMA)

### **Unit III Economic Environment**

- Chapter 3 Industrial Policy
- Chapter 4 India's Monetary and Fiscal Policy
- Chapter 5 Balance of Payments
- Chapter 6 Privatization and Disinvestment of PSUs

### **Unit IV Social-cultural Environment**

- Chapter 7 Corporate Governance
- Chapter 8 Social Responsibility of Business

### **Unit V International Economic Environment**

- Chapter 9 Globalization
- Chapter 10 International Business Environment

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**Textbook:** *Business Environment by Shaikh Saleem (Fourth Edition) | Pearson Publication*