

AIMA - PGDM Program

Course Outline

Semester 1	Semester 2
Management Functions & Organization Behaviour Managerial Economics Business Statistics Financial & Management Accounting Introduction to Information Technology Business Communication	Operations Management Human Resource Management Marketing Management Economic and Social Environment Research Methodology Financial Management
Semester 3(Specialization Module)	
Marketing Management (MM)	Finance Management (FM)
Sales and Distribution Management Advertising and Brand Management International Marketing Management Marketing of Services Consumer Behaviour	Management Control Systems Security Analysis & Portfolio Management International Finance Corporate Finance Management of Financial Services
Human Resources Management (HRM)	Operations Management (OM)
Performance Management Training and Development Managerial Leadership International Human Resource Management Managing Change through Organisational Dev.	Technology Management Project Management Supply Chain Management Operations Strategy Quality Management
Information systems (IS)	
Computer Networks Fundamentals of E-Commerce Software Engineering Database Management Management of Information Technology	

Semester 4	
Business Law & corporate Governance	
International Business	
Entrepreneurial Management	
Strategic Management & Ethics	
Project Work	