

SCOPE OF THE COURSE:

Title of the Programme: PGDBA (Post Graduate Diploma in Business Administration)

Course details:

Duration: 3 years of academic programme

Pattern: Semester System

Course Outline:

Semester	Topic	
I	1. Managerial Economics 2. Statistical Methods 3. Individuals and organizations 4. Financial Accounting and Analysis 5. Marketing 1	
II	1. Essentials of HRM 2. Decision Analysis 3. Marketing 2 4. Strategic Management 5. Management Accounting and control	
III	1. Macro and Global Economics 2. Legal Aspect of Business 3. Research Methodology 4. Corporate Finance 5. Information systems and Management	
IV	1. Managing Innovation 2. Management of Planning and control 3. Organizational theories and structure 4. Operations Management	
V	1. Training and development 2. Supply chain Management 3. IT in Human Resources 4. Labor laws	
VI	Finance	Marketing
	1. Strategic Financial Management	1. Marketing Strategy
	2. Commercial Bank Management	2. Service Marketing
	3. International Finance	3. Customer Relationship Management
	4. Fixed Income Securities	4. Retail Marketing