

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	<ol style="list-style-type: none"> 1. Managerial Economics 2. Statistical Methods 3. Individuals and organizations 4. Financial Accounting and Analysis 5. Marketing 1 										
II	<ol style="list-style-type: none"> 1. Essentials of HRM 2. Decision Analysis 3. Marketing 2 4. Strategic Management 5. Management Accounting and control 										
III	<ol style="list-style-type: none"> 1. Macro and Global Economics 2. Legal Aspect of Business 3. Research Methodology 4. Corporate Finance 5. Information systems and Management 										
IV	<ol style="list-style-type: none"> 1. Managing Innovation 2. Management of Planning and control 3. Organizational theories and structure 4. Operations Management 										
V	<ol style="list-style-type: none"> 1. Training and development 2. Supply chain Management 3. IT in Human Resources 4. Labor laws 										
VI	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Finance</th> <th style="width: 50%;">Marketing</th> </tr> </thead> <tbody> <tr> <td>1. Strategic Financial Management</td> <td>1. Marketing Strategy</td> </tr> <tr> <td>2. Commercial Bank Management</td> <td>2. Service Marketing</td> </tr> <tr> <td>3. International Finance</td> <td>3. Customer Relationship Management</td> </tr> <tr> <td>4. Fixed Income Securities</td> <td>4. Retail Marketing</td> </tr> </tbody> </table>	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
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