

Post Graduate Diploma in Management-Dual Specialization

Program Structure 2023-25

OBJECTIVE	A two years full-time AICTE approved PGDM – Dual Specialization is the institute’s flagship program with a strong focus on Acquisition, Application and Assimilation of knowledge thereby creating confident managers of tomorrow. This program is so designed to stay up to date with the contemporary course content. It is intended to help in imbibing a holistic approach towards solving business and management problems. The course derives its strength from the flexible curriculum consistent with the trends in the industry.	
DURATION (In Months)	24 (Full Time)	
INTAKE	180	
ELIGIBILITY	The candidate must hold the bachelor’s degree or equivalent examinations in any discipline with at least 50% marks or equivalent CGPA (45% in case of candidates belonging to reserved categories). The candidate must have appeared for any recognized Management Entrance Examination like CMAT, CAT, MAT, XAT etc and NBSAT (NBS aptitude test), a management entrance exam devised by Narayana Business School, which assesses the candidates Mathematical Aptitude, General Knowledge, Verbal Ability & Abstract Reasoning.	
SELECTION PROCEDURE	Students will be evaluated on the following parameters	
	NBSAT Score (out of 100, scale down to 50 marks)	50%
	Academic Performance & Prior Work Experience	20%
	Group Discussion	15%
	Personal Interview	15%
	Total	100
MEDIUM OF INSTRUCTION	English	
PROGRAMME PATTERN	Trimester	
SPECIALIZATION	Dual Specialization (Finance, Marketing, HR, IT & Operations)	
FEE	7,95,000 for two years (Excluding Hostel amenities)	
ASSESSMENT	Each course will have weightage of 100 marks wherein 50% will be of Continuous Evaluation Components & 50% will be of Term End Examination.	
STANDARD OF PASSING	Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both Continuous Evaluation Components and Term End Examination separately with a minimum Grade Point of 4 corresponding to Grade PASS. Students securing less than 40% absolute marks in each head of passing will be declared FAIL.	
AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Post Graduate Diploma in Management will be awarded at the end of semester VI examination by taking into consideration the performance of all semester examinations after obtaining minimum CGPA of 4 out of maximum of 10 CGPA.	



NARAYANA
BUSINESS SCHOOL

AICTE APPROVED

PROGRAM SUMMARY

TRIMESTER	TOTAL CREDITS	CEC	TERM END	NON-CREDIT COURSE	TOTAL MARKS
TRIMESTER - I	25	450	400	2	850
TRIMESTER - II	25	550	350	1	900
TRIMESTER - III	25	550	350	2	900
TRIMESTER - IV	27	450	450	1	900
TRIMESTER - V	25	450	450	1	900
TRIMESTER - VI	18	300	300	**	600
SUMMARY	145	2750	2300	7	5050





Course Details

TRIMESTER 1 - CORE COURSES					
COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
1PGDM01	Managerial Accounting -I	3	50	50	100
1PGDM02	Managerial Economic-I	3	50	50	100
1PGDM03	Principles of Management	3	50	50	100
1PGDM04	Perspective Management	3	50	50	100
1PGDM05	Fundamentals of Statistics	3	50	50	100
1PGDM06	Marketing Principles	3	50	50	100
1PGDM07	Effective Business Communication	3	50	50	100
1PGDM08	Management Information Systems	3	50	50	100
1PGDM09	Design Thinking and Innovation	1	50	0	50
1PGDM10	BNB	**	**	**	Non-Credit
1PGDM11	Competency Building	**	**	**	Non-Credit
	Total credits	25		Total Marks	850

TRIMESTER 2 - CORE COURSES					
COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
2PGDM01	Managerial Accounting - II	3	50	50	100
2PGDM02	Behavioral Economics	3	50	50	100
2PGDM03	Operations Research	3	50	50	100
2PGDM04	Research Methodology	3	50	50	100
2PGDM05	Financial Management	3	50	50	100
2PGDM06	Marketing Applications and Strategies	3	50	50	100
2PGDM07	Human Resource Management- I	3	50	50	100
2PGDM08	Data Driven Decision Making	2	100	0	100
2PGDM09	Personal Competence and Capability Building -I	2	100	0	100
2PGDM10	Live Project - I	**	**	**	Non-Credit
	Total Credits	25		Total Marks	900



TRIMESTER 3 - CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
3PGDM01	Strategic Management	3	50	50	100
3PGDM02	Business Analytics	3	50	50	100
3PGDM03	Production & Operations Mgmt.	3	50	50	100
3PGDM04	Financial Planning	3	50	50	100
3PGDM05	Digital Marketing	3	50	50	100
3PGDM06	Human Resource Management- II	3	50	50	100
3PGDM07	Legal Aspect of Business	3	50	50	100
3PGDM08	Financial Reporting and Analysis	2	100	0	100
3PGDM09	Personal Competence and Capability Building -II	2	100	0	100
3PGDM10	Live Project - II	**	**	**	Non-Credit
3PGDM11	R Programming *	**	**	**	Non-Credit
	Total Credits	25		Total Marks	900

TRIMESTER 4 - CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM01	Corporate Interface Through Summer Internship	6	100	100	200
4PGDM02	Business Environment	3	50	50	100
4PGDM06	Real World Project	**	**	**	Non-Credit

TRIMESTER 4 - ELECTIVE COURSES - FINANCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM03F	Security Analysis&Portfolio Management	3	50	50	100
4PGDM04F	International Finance and Trade	3	50	50	100
4PGDM05F	Taxation	3	50	50	100



TRIMESTER 4 - ELECTIVE COURSES - MARKETING SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM03M	Integrated Marketing Communication	3	50	50	100
4PGDM04M	Consumer Behaviour and Customer Experience Design	3	50	50	100
4PGDM05M	Service and Relationship Marketing	3	50	50	100

TRIMESTER 4 - ELECTIVE COURSES - HUMAN RESOURCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM03H	Industrial Relations and Labour Laws	3	50	50	100
4PGDM04H	Business Turnaround and Organizational Transformation	3	50	50	100
4PGDM05H	Compensation Management	3	50	50	100

TRIMESTER 4 - ELECTIVE COURSES - INFORMATION TECHNOLOGY SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM03IT	Relational Database Management Systems	3	50	50	100
4PGDM04IT	Data Warehousing and Data Mining	3	50	50	100
4PGDM05IT	Cyber Security	3	50	50	100

TRIMESTER 4 - ELECTIVE COURSES - PRODUCTION AND OPERATION SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
4PGDM03POM	Supply Chain Management	3	50	50	100
4PGDM04POM	Quality Management	3	50	50	100
4PGDM05POM	Production Planning and Control	3	50	50	100



TRIMESTER 5 - CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM01	Business Ethics and Corporate Governance	3	50	50	100
5PGDM02	Entrepreneurship	3	50	50	100
5PGDM06	Personal Competence and capability Building -III	3	50	50	100
5PGDM07	Managing New Business Initiatives	**	**	**	Non-Credit

TRIMESTER 5 -ELECTIVE COURSES - FINANCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM 03F	Management of Financial Institutions	3	50	50	100
5PGDM04F	Risk Management	3	50	50	100
5PGDM05F	Treasury Management	3	50	50	100

TRIMESTER 5 -ELECTIVE COURSES - MARKETING SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM 03M	Product and Brand Management	3	50	50	100
5PGDM04M	Sales and Distribution Management	3	50	50	100
5PGDM05M	E -Commerce Marketing	3	50	50	100

TRIMESTER 5 -ELECTIVE COURSES - HUMAN RESOURCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM 03HR	Training and Development	3	50	50	100
5PGDM04HR	Performance Management	3	50	50	100
5PGDM05HR	Human Resource Information Systems	3	50	50	100



**TRIMESTER 5 -ELECTIVE COURSES - INFORMATION TECHNOLOGY
SPECIALIZATION**

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM 03IT	SAP	3	50	50	100
5PGDM04IT	E-Commerce	3	50	50	100
5PGDM05IT	Cloud Computing	3	50	50	100

**TRIMESTER 5 -ELECTIVE COURSES - PRODUCTION AND OPERATION
SPECIALIZATION**

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
5PGDM 03POM	Sales and Operations Planning	3	50	50	100
5PGDM04POM	Logistics Management	3	50	50	100
5PGDM05POM	Material Management	3	50	50	100

TRIMESTER 6 -CORE COURSES

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM01	Management Thesis	6	100	100	200

TRIMESTER 6 -ELECTIVE COURSES - FINANCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02F	Wealth Management	3	50	50	100
6PGDM03F	Mergers & Acquisitions	3	50	50	100

TRIMESTER 6 -ELECTIVE COURSES - MARKETING SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02M	International Marketing	3	50	50	100
6PGDM03M	Integrated Media Design	3	50	50	100



TRIMESTER 6 -ELECTIVE COURSES - HUMAN RESOURCE SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02H	International HRM	3	50	50	100
6PGDM03H	Employee Engagement	3	50	50	100

TRIMESTER 6 -ELECTIVE COURSES - INFORMATION TECHNOLOGY SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02IT	Software Project Management	3	50	50	100
6PGDM03IT	Intellectual Property Rights	3	50	50	100

TRIMESTER 6 -ELECTIVE COURSES - PRODUCTION AND OPERATION SPECIALIZATION

COURSE CODE	COURSE NAME	CREDIT	CEC	TERM END	TOTAL
6PGDM02POM	Operations Strategy	3	50	50	100
6PGDM03POM	Supply Chain Analytics	3	50	50	100

