

## Programme Structure – PGDM

The PGDM (Full Time) programme of Rajagiri is of two years duration with 6 trimesters. Each trimester comprises of a minimum of 10 instructional weeks of 6 days each of approximately 7 hours a day.

The program structure contains two parts with a compulsory set of courses covering all foundation areas in management and building a holistic general management perspective, and a set of elective courses with a functional and domain thrust aimed at building the job specific skills and knowledge in the chosen area of management. A strong emphasis is given to project work as a part of the courses offered and to interact with managers from the industry.

Program Structure	
Courses	Credits
Core Courses (24 )	66 credits
Electives (14)	42 credits
Dissertation	03 credits
Internship	03 credits
<b>Total</b>	<b>114 credits</b>

The specialisations are available to students on following streams listed below

1. Marketing
2. Finance
3. Operations
4. Human Resource Management
5. Business Intelligence
6. International Business

For specialisation in any stream, a student needs to complete a total of 15 credits from the area of specialisations, during the program. The remaining credits in the elective group can be earned by choosing courses from the other areas of specialisations. If the student is able to complete 15 credits in any other stream then student will be awarded dual specialisations.

### Summer Internship (3 Credits)

At the end of the first year, students undergo summer training for a period 8 weeks with an industrial, business or service organisation to experience the executive functions and to learn more about an organisation. The student should submit a report to the school in the fourth trimester.

### Dissertation Work (3 Credits)

The students are expected to do a dissertation or a problem centric study in the fifth trimester. The duration is kept as 60 hours. The study is expected to have extensive applications of research methodology. The report should be submitted before the completion of the fifth trimester.

## List of Courses

Code	Course	Credit
<b>Trimester 1</b>		
CRT1001	Microeconomics	3
CRT1002	Financial Accounting	3
CRT1003	Principles of Management	3
CRT1004	Business Communication	3
CRT1005	Business Law	2
CRT1006	Business Statistics	3
CRT1007	Computer Applications in Management	2
Total Credits (Trimester 1)		<b>19</b>
<b>Trimester 2</b>		
CRT2001	Macroeconomics	2
CRT2002	Organisational Behaviour	3
CRT 2003	Marketing Management – I	3
CRT2004	Foundations of Financial Management	3
CRT2005	Operations Management - I	3
CRT2006	Cost and Management Accounting	3
CRT2007	Quantitative Techniques	3
Total Credits (Trimester 2)		<b>20</b>
<b>Trimester 3</b>		
CRT3001	Marketing Management – II	3
CRT3002	Corporate Finance	3
CRT3003	Human Resource Management	3
CRT3004	Operations Management - II	3
CRT3005	Management Information System	2
CRT3006	Research Methodology	3
CRT3007	Business Ethics and Corporate Governance	3
Total Credits (Trimester 3)		<b>20</b>
<b>Trimester 4</b>		
CRT4001	Sustainable Development	2
	5 Electives (5 * 3 = 15 credits)	15
	Summer internship	3
Total Credits (Trimester 4)		<b>20</b>
<b>Trimester 5</b>		
CRT5001	Strategic Management	3
	4 Electives (4 * 3 = 12 credits)	12
	Dissertation	3
Total Credits (Trimester 5)		<b>18</b>
<b>Trimester 6</b>		
CRT6001	Global Business Environment	2
	5 Electives (5 * 3 = 15 credits)	15
Total Credits (Trimester 6)		<b>17</b>
<b>Total Programme Credits</b>		<b>114</b>

## Elective courses

<b>MARKETING ELECTIVES</b>	<b>FINANCE ELECTIVES</b>
Services Marketing	Financial and Capital Market Services
B to B Marketing	Commercial Banking and Finance
Introduction to Media & Entertainment Business	Financial Modeling using Spread Sheet
Rural Marketing	Security Analysis and Portfolio Management
Marketing Research	Micro Finance
International Marketing	Project Finance& Capital Budgeting
Consumer Behaviour	Financial Derivatives & Risk Management
Sales & Distributions Management	Corporate Restructuring
Retail Management	Strategic Financial Management
Brand Management	International Finance
Integrated Marketing Communication	
<b>OPERATION ELECTIVES</b>	<b>HR ELECTIVES</b>
Total Quality Management	Manpower Sourcing
Production Planning and Control	Competency Based HRM
Service Operations Management	Performance Management
Global Supply Chain Management	Human Resource Development
Revenue Management	Reward Management
Simulation Modelling	Coaching
Project Management	Organisation Development and Change Management
Maintenance Management	Global HRM
	Strategic HRM
<b>BUSINESS INTELLIGENCE ELECTIVES</b>	People Capability Maturity Model
Applied business analytics	Employee Relations and Labour Welfare
Introduction to programming: R	
Introduction to programming: Python	<b>INTERNATIONAL BUSINESS ELECTIVES</b>
Introduction to Visualisation: Tableau	Export and Import Procedures and Documentation
Social and web analytics	International Shipping and Transport
Advanced business analytics	Marketing Research
Emerging Trends in IT	International Marketing
Data Base Management Systems	International Finance
Decision Support System	Global Supply Chain Management
Business Process Modelling and Analysis	Global HRM
No SQL Databases	
E- Commerce	<b>GENERAL MANAGEMENT ELECTIVES</b>
	Entrepreneurship & Family Business
	Social Entrepreneurship