

**INSTITUTE OF MANAGEMENT TECHNOLOGY, GHAZIABAD**  
**Course curriculum PGDM 2015 -17**

CORE COURSES			
Term I	Term II	Term III	Term IV
<ul style="list-style-type: none"> <li>Business Statistics</li> <li>Business Communication for Professional Development</li> <li>Developing BrandYou</li> <li>Financial Reporting &amp; Analysis</li> <li>Individual &amp; Group Dynamics</li> <li>Legal Environment of Business</li> <li>Managerial Economics</li> <li>Marketing Strategy &amp; Organization</li> </ul>	<ul style="list-style-type: none"> <li>Decision Making under Uncertainty &amp; Optimization</li> <li>Developing BrandYou</li> <li>Macro Economics- Principles and Policies</li> <li>Managerial Accounting</li> <li>Management Information System</li> <li>Marketing Program Design</li> <li>Organizational Dynamics</li> </ul>	<ul style="list-style-type: none"> <li>Business &amp; Innovation in Networked Economy</li> <li>Corporate Finance</li> <li>Human Resource Management</li> <li>International Trade &amp; Finance</li> <li>Operations Management: Quality, Improvement, Productivity</li> <li>Written Analysis and Communication</li> </ul>	<ul style="list-style-type: none"> <li>Business Research Method + Field Project (5 Credits)</li> <li>Emergent Technologies &amp; New Opportunities</li> <li>Strategic Management</li> <li>Supply Chain Management</li> <li>Experiential Activities                             <ol style="list-style-type: none"> <li>Cross-Functional Strategic Perspective and Leadership (Simulation) (2 Credits)</li> <li>Workshop for Soft Skills Dev. (1 Credit)</li> </ol> </li> </ul>
<ul style="list-style-type: none"> <li><b>Summer Internship Project (SIP &amp; LSIP)</b></li> </ul>			
Term V	Term VI	Term VII	
<ul style="list-style-type: none"> <li>Business, Government and Society in India</li> <li>Entrepreneurship and Business Development in India.</li> </ul>	<ul style="list-style-type: none"> <li>Economic Policies and Regulatory Environment in Indi</li> <li>International Business and India's Global Integration</li> </ul>	<b>For Thesis Track Only:</b> <ul style="list-style-type: none"> <li>Business, Government and Society in India</li> <li>Entrepreneurship and Business Development in India</li> </ul> <b>For All:</b> <ul style="list-style-type: none"> <li>Elective Courses of Independent Study (CIS)</li> <li>Consultancy/Independent Project</li> <li>Remedial/Repeat Courses</li> </ul>	

ELECTIVE COURSES		
Track I - Sales, Marketing and Business Development	Track II - Finance & Banking	Track III – Human Resource
<ul style="list-style-type: none"> <li>Business to Business Marketing</li> <li>Communication Corporate Reputation</li> <li>Consumer Behaviour/Branding and Consumer behavior in emerging markets</li> <li>Customer Relationship Management</li> <li>Digital Marketing</li> <li>Game Theory Applications in Marketing</li> <li>Games, Institutions and Strategic Behaviour</li> <li>Integrated Marketing Communication</li> <li>International Marketing: Issues and Challenges</li> <li>Marketing Analytics</li> <li>Marketing Channel Management</li> <li>Marketing in Rural India</li> <li>Marketing of Services</li> <li>Marketing Strategy for Competitive Advantage</li> <li>Pricing for Value</li> <li>Product Policy and Management</li> <li>Retail Management</li> <li>Sales Management</li> <li>Strategic Brand Management</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Banking</li> <li>Derivatives Management: Futures, Options, Risk</li> <li>Financial Econometrics</li> <li>Financial Services</li> <li>Financial Statement Analysis and Business Valuation</li> <li>Fixed Income Securities</li> <li>Global Banking</li> <li>International Financial Management</li> <li>Management Control System</li> <li>Mergers Acquisitions and Corporate Restructuring</li> <li>Project Appraisal and Financing</li> <li>Security Analysis and Portfolio Management</li> <li>Treasury Analytics</li> <li>Working Capital Management</li> </ul>	<ul style="list-style-type: none"> <li>Communicating under Pressure (CUP)</li> <li>Compensation and Reward Management</li> <li>Competency Mapping and Assessment Center</li> <li>Cross Cultural Skills for Managers</li> <li>Games, Institutions and Strategic Behaviour</li> <li>HR Analytics</li> <li>Industrial Relations &amp; Labour Laws</li> <li>Leadership</li> <li>Learning and Development</li> <li>Managing Change</li> <li>Negotiation Skills for Managers</li> <li>Organization Development Intervention</li> <li>Performance Management</li> <li>Strategic Staffing</li> </ul>

Track IV - Solutions & Consulting	Track V - Strategy	Track VI - Analytics
<ul style="list-style-type: none"> <li>Advance Decision Analysis</li> <li>Business Analysis and Process Modeling</li> <li>Business and IT Consulting</li> <li>Business Intelligence &amp; Big Data</li> <li>Business Process Reengineering</li> <li>E-Business</li> <li>Enterprise Resource Planning</li> <li>Green IT and Sustainable Technologies</li> <li>IT Strategy</li> <li>Outsourcing and Vendor Management</li> <li>Project Management</li> <li>Predictive Modeling</li> <li>Quality Management &amp; Six Sigma</li> </ul>	<ul style="list-style-type: none"> <li>Advance Written Analysis and Communication</li> <li>Business Process Reengineering</li> <li>Cross Cultural Skills for Managers</li> <li>Game Theory Applications in Marketing</li> <li>Games, Institutions and Strategic Behaviour</li> <li>Geopolitics and The World System</li> <li>International Financial Management</li> <li>International Trade Law</li> <li>IT Strategy</li> <li>Leadership</li> <li>Managing Change</li> <li>Management Control System</li> <li>Managing Innovations</li> <li>Marketing Strategy for Competitive Advantage</li> <li>Mergers Acquisitions and Corporate Restructuring</li> <li>Multinational Strategy</li> <li>Negotiation Skills for Managers</li> <li>New Venture Creation and Funding</li> <li>Operation Strategy</li> <li>Service Operation Management</li> <li>Strategic Brand Management</li> <li>Strategies in Emergent Market</li> </ul>	<ul style="list-style-type: none"> <li>Advanced Business Analytics</li> <li>Business Analytics</li> <li>Business Intelligence &amp; Big Data</li> <li>Financial Econometrics</li> <li>HR Analytics</li> <li>Marketing Analytics</li> <li>Operations Analytics</li> <li>Quantity Models in Marketing</li> <li>Predictive Modeling</li> <li>Risk Analytics</li> <li>Treasury Analytics</li> </ul>