



B.M.L. Jain, Chairman

॥ विद्या ददाति विनयं विनययति पात्रतां ।
पात्रत्वा धनमाप्नोति धना धर्मः ततः सुखम् ॥

**About IBA**

- [CEO's Message](#)
- [Chairman's Message](#)
- [Director's Message](#)
- [Academic Council](#)
- [Governing Council](#)
- [Faculty](#)
- Infrastructure**
- [Campus](#)
- [Academic Facilities](#)
- [Residential Facilities](#)
- [Miscellaneous](#)
- [Life @ IBA](#)
- [Students Clubs](#)
- [Work in Progress](#)
- [Photo Gallery](#)

PGDM

- [Admission Procedure](#)
- [Preparatory](#)
- [Core Courses](#)
- [Electives](#)
- [Corporate Interaction](#)
- [Invited Lecture Series](#)
- [Academic Calendar](#)
- [FAQ](#)
- Scholarships**
- Placements**
- [Events Calendar](#)

PGDM Curriculum

1st Year

Sl. No.	TRIMESTER I		TRIMESTER II		TRIMESTER III	
	Subject	Credit	Subject	Credit	Subject	Credit
1	Managerial Economics	3	Financial Management	3	Live Project / Theme Paper	3
2	Accounting for Management	3	Management Information & Control Systems	3	Corporate Finance and Capital Markets	3
3	Marketing Management - I	3	Marketing Management - II	3	Market Research	3
4	Quantitative Methods for Management - I	3	Quantitative Methods for Management - II	3	International Business	3
5	IT in Management	3	Business Law	3	Production & Operations Management - II	3
6	Understanding Behaviour	3	Human Resource Management	3	Organization Structure and Design	3
7	Managerial Communication - I	2	Managerial Communication - II	2	Managerial Communication - III	2
8	Management Perspectives - I	1.5	Art of Living (Experiential Learning)	2	Management Perspectives - II	1.5
			Production & Operations Management - I	3		

2nd Year

Sl. No.	TRIMESTER IV		TRIMESTER V		TRIMESTER VI	
	Subject	Credit	Subject	Credit	Subject	Credit
COMMON PAPERS FOR ALL SPECIALISATION						
1	Strategic Management & Business Policy	3	Balanced Score Card	2	Project / Theme Paper	3
2	Knowledge Management	2			Six Sigma	2
3	Personality Development	1			Transition to Corporates	2
MARKETING						
1	Consumer Behaviour	3	Brand Management	3	Advanced Readings in Marketing: (Rural Marketing & International Mktg)	3
2	Services Marketing	2	Business 2 Business Marketing	3	CRM	2
3	Advertising Sales & Promotion	2	Retailing Franchising & Merchandising	2	New Frontiers in Marketing & Advance Retailing	3
4	Sales & Distribution Management	2				

2nd Year

TRIMESTER IV			TRIMESTER V		TRIMESTER VI	
Sl. No.	Subject	Credit	Subject	Credit	Subject	Credit
FINANCE						
1	Security Analysis & Portfolio Management	3	Strategic Financial Management	3	International Finance	3
2	Foreign Exchange Management	3	Fixed income Security Analysis	3	Taxation	3
3	Management of Financial Institutions	3	Derivatives	2		
HUMAN RESOURCE						
1	Human Resource Development	3	Organisational Development	3	Advance Readings - Building Learning Organisations	3
2	Employee Relations	2	Training Development	3	Groups & Organisations	3
3	HR Planning & HRIS	2	Compensation Management & Productivity	2		
4	Bldg. High Performance HR Systems	2				
INTERNATIONAL BUSINESS						
1	International Markets & Marketing	3	Global Business Intelligence	3	Advance Readings in IB - International Trading Techniques	3
2	Logistics, SCM, International Logistics	3	International Business Strategies	3	Creating Indian MNC's - Concepts & Case Studies	3
3	Foreign Exchange Management	2	Banking & Finance in IB	2		
4	WTO	1				
IT & e-BUSINESS						
1	Business Process Modelling	3	System Audit & Control (SAC)	3	IT Module (Certification)	3
2	Business Intelligence	3	Computer Business Applications	3	E-CRM	2
3	Enterprise IT Applications	3	Software Tools & Techniques	2	ERP Structures & SAP	3
OPERATIONS MANAGEMENT						
1	Materials Management	3	Production Planning & Control	3	Project Management - Global Delivery Model	3
2	Productivity Management & Value Engineering	3	Operations Strategy	3	Operations Management in Services Industry	3
3	Logistics & Supply Chain Management	3	ERP Applications	2		
RETAIL						
1	Introduction to Retail Management	3	Visual Merchandising	2	Retail entrepreneurship	2
2	Retail Store operations	2	Mall Management	2	Retail Audit	2
3	Retail Supply Chain Management	2	Buying & Merchandising	2	Branding in Retail	2
4	Category Management	2	Management of Warehouse	2	Non-store Retailing	2