



RBS
RAJAGIRI BUSINESS
SCHOOL



AACSB
ACCREDITED



EFMD
ACCREDITED

PGDM

RAJAGIRI BUSINESS SCHOOL

**POST GRADUATE DIPLOMA IN MANAGEMENT
CURRICULUM**

[FROM Academic Year: 2023-24 ONWARDS]

Contents

1. PROGRAMME STRUCTURE AND PEDAGOGY	3
2. TRIMESTER WISE CURRICULUM OUTLINE	4
3. ELECTIVE STREAMS OF COURSES.....	5
a. Marketing.....	5
b. Human Resource Management	5
c. General Management	6
d. Operations	6
e. Business Analytics	6
f. Finance.....	7

1. PROGRAMME STRUCTURE AND PEDAGOGY

Programme Structure – PGDM

The PGDM programme at Rajagiri Business School aims at the development of a well-rounded person with the right balance of leadership skills and social responsibility. The programme is full-time and is of two years' duration with six trimesters. Each trimester comprises a minimum of 10 instructional weeks of six days, each of approximately seven hours a day.

The programme structure contains two parts 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 functional and domain thrust aimed at building job-specific skills and knowledge in the chosen area of management. The programme offers dual specialization, and students have the freedom to select the courses of their choice from a wide variety of electives in the second year. Students can also choose from non-credit add-ons and certification courses to suit their individual preferences.

The students of the programme have to complete a total of 115 credits that, includes 24 core courses with 67 credits, 14 elective courses with 42 credits spread over trimesters 4, 5, and 6, and a summer internship and dissertation of 3 credits each.

Programme Structure	
Courses	Credits
Core Courses (24)	67 credits
Electives (14)	42 credits
Dissertation	03 credits
Internship	03 credits
Total	115 credits

The specializations are available to students on the following streams listed below

1. Marketing
2. Finance
3. Operations
4. Human Resource Management
5. Business Analytics

For specialization in any stream, a student needs to complete a total of 15 credits from the area of specialization during the programme. The remaining 12 credits, after choosing a minimum of 15 credits each from two specialization streams, may be earned by choosing courses from any area(s) of specializations. A student can, if he or she wishes, opt for a maximum of three additional courses from any area of the specialization subject to the condition one in each of the trimesters of the second year. However, triple specialization cannot be offered.

2. TRIMESTER WISE CURRICULUM OUTLINE

Code	Course	Credit
	Trimester 1	
CRT1001	Microeconomics	3
CRT1002	Financial Accounting	3
CRT1008	Individual and Interpersonal Dynamics	3
CRT1004	Business Communication	2
CRT1011	Legal Environment of Business	2
CRT1006	Business Statistics	3
CRT1012	Technologies & Digital Transformation of Business	2
	Trimester 2	
CRT2001	Macroeconomics	2
CRT2008	Leadership and Organization Dynamics	3
CRT2003	Marketing Management - 1	3
CRT2009	Fundamentals of Financial Management	3
CRT2005	Operations Management – I	3
CRT2006	Cost and Management Accounting	3
CRT2010	Operations Research	3
	Trimester 3	
CRT3001	Marketing Management - 2	3
CRT3008	Corporate Finance	3
CRT3003	Human Resource Management	3
CRT3004	Operations Management – II	3
CRT3009	Business Research Methods	3
CRT3012	Strategic Management	3
CRT3011	Introduction to Business Analytics	3
	Trimester 4	
CRT4002	Global Business Environment	2
	Trimester 5	
CRT5002	Creative Problem Solving	3
	Trimester 6	
CRT6003	Ethics and Corporate Sustainability	3

3. ELECTIVE STREAMS OF COURSES

a. Marketing

Marketing – List of Electives			
Code	Course	Trimester	Credit
MM008	Services Marketing	4	3
MM006	Brand Management		3
MM007	Rural Marketing		3
MM014	Digital Marketing		3
MM005	Marketing Research		3
MM013	International Marketing	5	3
MM001	Consumer Behaviour*		3
MM011	Sales and Distributions Management		3
MM015	Marketing Analytics		2
MM003	Retail Management	6	3
MM002	B2B Marketing		3
MM004	Integrated Marketing Communications		3
MM016	Design Thinking		3
	Strategic Marketing		3

*Core elective – compulsory elective for all students who have opted Marketing Specialization.

b. Human Resource Management

Human Resource Management – List of Electives			
Code	Course	Trimester	Credit
HRM003	Organization Development and Change	4	3
HRM005	Performance Management		3
	Talent Acquisition and Retention		3
	Positive Psychology for Managers		3
HRM001	Human Resource Development	5	3
HRM008	Reward Management		3
	HR Analytics		3
HRM009	Competency Based Human Resource Management	6	3
HRM018	Coaching		3
HRM004	Strategic Human Resource Management		3
HRM013	International Human Resource Management		3
	Strategic Industrial Relations		3
	Employee Welfare and Legislations	3	

c. General Management

General Management – List of Electives			
Code	Course	Trimester	Credit
GM007	Entrepreneurship and Family Business Management	4	3
	Introduction to Public Policy		3
GM008	Social Entrepreneurship	5	3
GM011	Innovation Safari	6	3
GM009	Managing Businesses in Emerging Markets		3

d. Operations

Operations – List of Electives			
Code	Course	Trimester	Credit
OM005	Service Operations Management	4	3
	Future of Work & Organizations of the Future		3
	Executive Decision Making		3
	Sustainability and Industry 5.0		3
OM001	Project Management	5	3
OM004	Supply Chain Management		3
	Enterprise Risk Management		3
	Supply Chain Analytics		3
OM016	Revenue Management	6	3
OM010	Game Theory for Managers		3
OM014	Strategic Operations Management		3
	Product Design and Development		3
	Digital Transformation and Intelligent Automation		3

e. Business Analytics

Business Analytics – List of Electives			
Code	Course	Trimester	Credit
BI011	Business Modelling using R (BMR)	4	3
BI012	Applied Business Analytics		3
	Relational Database Management & SQL for Managers*		3
	Exploratory Data Analysis using Excel		3
BI013	Machine Learning using Python	5	3
BI014	Visualizing Data using Tableau		3
	Big Data Analytics		3
	Data Mining		3
BI015	Social and Web Analytics	6	3
BI016	Advanced Business Analytics		3
	Business Intelligence		3
	Optimization Methods in Management		3
	Financial Analytics (cross-listed with Finance)		3

*Core Elective for Business Analytics specialization

f. Finance

Finance – List of Electives			
Code	Course	Trimester	Credit
FM007	Financial and Capital Market Services	4	3
FM002	Commercial Banking and Finance		3
FM010	Modelling using Spread sheet*		3
	Basic Econometrics for Managers		3
FM001	Security Analysis and Portfolio Management	5	3
FM013	Microfinance		3
	Project Finance and Capital Budgeting		3
FM014	Portfolio Modeling Using Spreadsheets		3
FM005	Financial Derivatives and Risk Management	6	3
FM011	Strategic Financial Management		3
FM006	International Finance		3
	Integrated Reporting		3

* Grade B or above in the Microsoft Excel Certification or a Microsoft Certified Specialist badge.

** Financial Derivatives and Risk Management to be offered only after offering Security Analysis and Portfolio Management

Portfolio Modeling Using Spreadsheets to be offered to only those students who have studied Financial Modeling using Spreadsheets.
