

PGDM/ PGDM – Global Business

Post Graduate Diploma in Management (PGDM) – with Specialisations in Marketing, Finance, HR, IB, & Data Analytics

Post Graduate Diploma in Management (PGDM) – Global Business

OVERVIEW

Our PGDM programmes are designed with an objective of empowering the students with global management perspectives to enable them to perform exceptionally well in multinational organizations. Our PGDM programmes have achieved new milestones every year since they were conceptualized.

INNOVATION AT ITS CORE

PGDM/ PGDM – Global Business programmes not only instill innovative multidimensional thinking in the students; they also incorporate design thinking in the program design and delivery. Industry relevant, contemporary and emerging management thinking is embedded throughout the programme structure. Big Data Analytics, Social Media Marketing, International Law, Start-up Management, SAP-ERP, Strategic Digital Marketing, Financial Modelling, Wealth Management, Financial Analytics, and Intercultural Management are few of the contemporary topics that are covered in the programme. These are supplemented by Experiential Learning, linking theory with international practices, and helps in developing hidden potential of the students to transform them into a successful global business consultant/manager.

PGDM/ PGDM – Global Business

While the course work is common between the all PGDM programmes, students of PGDM-Global Business (International Business) are exclusively exposed to international work culture & practices, when they travel to foreign tour to one of the south-east Asian countries (Singapore/Malaysia/Hong Kong/Dubai) as a part of their curriculum. Students of PGDM-Global Business (IB) are also exclusively exposed to study programme of one of the IIMs or an equivalent International Management Institute.

PROGRAMME SPECIFICATIONS

Both the PGDM and PGDM – Global Business programmes are of 2-year full time duration and are fully approved by AICTE, Government of India. Each programme is divided into six trimesters of 12 weeks duration each. Students choose their Major and Minor Specialization at the end of first Trimester and take up summer project in the field of their Major Specialization after fourth trimester.

Specialisations (both major and minor) are offered in the following areas:

Digital Business, Media & Creative Marketing, Data Analytics, International Business, Marketing, Finance & Human Resources.

SAP is a global leader in enterprise solutions and its' ERP solution is deployed by most large corporations in India and abroad. SAP modules are integrated in the curriculum of PGDM & students are exposed to corporate best practices in their respective streams. Participating students, after successful completion of the programme, are awarded SAP University Alliance Certificate, which opens the doors for highly remunerative consultant positions.

MICRO SPECIALIZATIONS

PGDM offers major/ minor specializations in Digital Business, Media & Creative Marketing, Data Analytics, International Business, Marketing, Finance & Human Resources. To help students enhance their knowledge in the highly specialised fields, additional certifications are embedded in the PGDM programme.

Each student is expected to opt for five certifications and will have to pass the industry benchmarked examinations on the same. The choices include:

- SAP Certification from DBS-SAP (University Alliance).

- Data Analytics using R/ Python
- NISM Certifications on Mutual Funds/ Security Analyst/ Derivatives
- SEO Certification
- Certification of Social Media Marketing
- Certificate course on IPR
- Recruiter Certificate Program
- Certification on Labour Laws Practices
- Certification on HR Analytics & Metrics
- Language Proficiency - Elementary French
- Art of Living Youth programme

SYLLABUS

DBS Global focuses on developing professionals that are at ease in the international arena. Hence, the curriculum is designed to be contemporary, international & industry oriented, and takes the best practices from top management institutions in India and abroad. The curriculum is dynamic in nature, and continuously evolving to incorporate the latest developments in the Industry. Proposed syllabus for the forth coming session is given below. Please note that the structure may undergo changes any time based on the requirements.

Trimester – I Code Term I (8 Core Subjects)

1. G01 Managerial Economics - I
2. F01 Financial Reporting and Analysis - I
3. M01 Marketing Management - I
4. I01 Global Business Environment
5. H01 Human Resources Management
6. G02 Production and Operations Management
7. D01 Business Statistics
8. G03 Experiential Learning - I

Trimester – II Code Term II (7 Core + 1 Elective)

1. G04 Managerial Economics - II
2. F02 Financial Reporting and Analysis - II
3. M02 Marketing Management - II
4. G05 Entrepreneurship
5. H02 Organizational Behaviour
6. D02 Data Analytics – I
7. Elective-1 Major
8. G06 Experiential Learning - II

Trimester – III Code Term III (5 Core + 3 Electives)

1. G07 Enterprise Resource Planning using SAP -I
2. F03 Corporate Finance
3. G08 Research Methodology
4. D03 Data Analytics - II (incl. AI and ML)
5. Elective-2 Major
6. Elective-3 Major
7. Elective-1 Minor
8. G09 Experiential Learning - III

Trimester – IV Code Term IV (2 Core + 5 Electives)

1. G11 Strategic Management
2. G12 Legal Environment of Business
3. Elective-4 Major 4. Elective-5 Major 5. Elective-6 Major
6. Elective-7 Major
7. Elective-2 Minor

Trimester – V

	Code	Term V (1 Core and 5 Electives)
1.	G13	Business Ethics and Corporate Governance
2.		Elective-8 Major
3.		Elective-9 Major
4.		Elective-10 Major
5.		Elective-11 Major
6.		Elective-3 Minor
7.	G14	Experiential Learning - IV

Trimester – III Code Term VI (2 Core + 2 Electives)

1.	G15	Dissertation Project
2.		Elective 12 Major
3.		Elective 4 Minor

ELECTIVES

Marketing

	Code	Course
1.	M11	Consumer Behaviour
2.	M12	Services Marketing
3.	M13	Integrated Marketing Communication
4.	M14	SAP ERP -II (SCM)
5.	M15	B2B Marketing
6.	M16	Marketing Research & Analytics
7.	M17	Sales & Distribution
8.	M18	Brand and Product Management
9.	M19	Retail Marketing
10.	M20	International Marketing
11.	M21	Strategic Digital Marketing
12.	M22	Rural Marketing
13.	M23	Customer Relationship Management

Finance

	Code	Course
1.	F11	Introduction to Capital Markets (incl. MF)
2.	F12	Bank Management
3.	F13	Financial Markets and Services
4.	F14	SAP ERP -II (FICO)
5.	F15	Financial Derivatives
6.	F16	Multinational Financial Management
7.	F17	Security Analysis and Portfolio Management
8.	F18	Financial Modelling & Valuation
9.	F19	Corporate Tax Planning
10.	F20	Financial Analytics
11.	F21	Financial Planning and Wealth Management
12.	F22	Risk Management in Banking and Financial Markets
13.	F23	Fintech Business Models

Human Resources

	Code	Course
1.	H11	Employee Relations Management
2.	H12	Performance Management

3. H13 Learning & Development
4. H14 SAP ERP -II (HCM)
5. H15 Talent Acquisition and Management
6. H16 HR Analytics and Metrics
7. H17 Managing Diversity in the Workplace
8. H18 Legal Issues in HRM
9. H19 Compensation & Benefits Management
10. H20 Collective Bargaining and Negotiation Process
11. H21 Organization Development & Change Management
12. H22 International HRM/ Intercultural Management
13. H23 Emotional Intelligence

Global Business

- | Code | Course |
|-------------|---|
| 1. I11 | Foreign Trade Policy of India |
| 2. I12 | International Logistics Management |
| 3. I13 | International Trade |
| 4. I14 | SAP ERP -II (SCM) |
| 5. I15 | Multinational Financial Management |
| 6. I16 | Indian Customs Act |
| 7. I17 | Import-Export Documentation |
| 8. I18 | International Business Strategy |
| 9. I19 | International Marketing |
| 10. I20 | International Business Law |
| 11. I21 | Global Economy and Emerging Industries |
| 12. I22 | International HRM/ Intercultural Management (MOOC/ Class) |

Digital Business*

- | Code | Course |
|-------------|---|
| 1. D11 | Data Mining Techniques |
| 2. D12 | Data Mining Applications |
| 3. D13 | Big Data Analytics & Cloud Computing |
| 4. D14 | Advanced Data Analytics |
| 5. D15 | Transforming industries in Digital Economy |
| 6. D16 | Digital Business Models |
| 7. D17 | Integrated Marketing Communication |
| 8. D18 | HR Analytics and Metrics |
| 9. D19 | Marketing Analytics |
| 10. D20 | Financial Analytics |
| 11. D21 | Fintech and Block Chain Technology |
| 12. D22 | Artificial Intelligence and Machine Learning Applications |

Media & Advertising*

- | Code | Course |
|-------------|--|
| 1. M11 | Cultural Contexts of Communication |
| 2. M12 | Advertising and Public Relations / Corporate Communication |
| 3. M13 | Media, Entertainment & Data: Business Ecosystems |
| 4. M14 | Media Management |
| 5. M15 | Customer Experience Design |
| 6. M16 | Consumer Insight Mining |
| 7. M17 | Measurement and Metrics: Brand, Media and Advertising |
| 8. M18 | Account Planning & Management |
| 9. M19 | Strategic Audience Research & Media Planning |
| 10. M20 | Campaign Planning |

11. M21 Media Processes and KPIs
12. M22 Technology, Data & Consumer Experience

** Major specialisations are offered subject to a minimum number of 10 students opting for the for the same. Minor specialisations are offered subject to a minimum number of 5 students opting for the for the same. Courses may change as per the industry trends.*

Summer Internship &Dissertation Project

After the completion of four trimesters, the students will undergo Summer Training of six to eight weeks in an organisation. Students will have to make a presentation on their learnings to the internal/ external experts.

The students will undertake a trimester-long Dissertation project in the last trimester, i.e. trimester- VI. This is a crucial phase in their program, as it involves an integration of their theoretical knowledge with the practical world of business. A detailed dissertation project is expected to cover implementation of theoretical knowledge in the business practices and should showcase the effectiveness in collecting, manipulating and interrogating information, its application, the production of reports and its effective communication; showcasing skills that are regularly used in the corporate world.

PROGRAMME ELIGIBILITY

Graduate degree in any discipline. Students with work experience will be given suitable preference. Final year students awaiting results may also apply, subject to clearing their graduation.

ADMISSION PROCESS

The short-listing to the admission process of PGDM Programme is on the basis of merit of CAT/MAT/ CMAT/GMAT entrance examination scores. Short-listed eligible students will need to get themselves registered with DBS-G (by filling up the prescribed form and paying the registration fee), and would be required to appear for group discussions/ personal interview. Date of group discussion/ admission interview will be individually communicated to the registered students.