

## **PGDM/ PGDM – Global Business**

Post Graduate Diploma in Management (PGDM) – with Specialisations in Marketing, Finance, HR, IB, Data Analytics and Agri-business Management

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 organisations. Our PGDM programmes have achieved new milestones every year since they were conceptualised.

### **INNOVATION AT ITS CORE**

PGDM/ PGDM – Global Business programmes not only instil 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, Agri-business Management 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 three PGDM programmes, students of PGDM-Global 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 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: Marketing, Finance, Human Resources, International Business, Data Analytics and Agri-business Management.

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 Marketing, Finance, Human Resources, International Business, Data Analytics and Agri-business Management. 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**

<b>Code</b>	<b>Term I (8 Core Subjects)</b>
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**

<b>Code</b>	<b>Term II (7 Core + 1 Elective)</b>
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**

<b>Code</b>	<b>Term III (5 Core + 3 Electives)</b>
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**

- | <b>Code</b> | <b>Course</b>                      |
|-------------|------------------------------------|
| 1. M11      | Consumer Behaviour                 |
| 2. M12      | Services Marketing                 |
| 3. M13      | Integrated Marketing Communication |
| 4. M14      | SAP ERP -II (SCM)                  |
| 5. M15      | Industrial 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

### **Finance**

- |     | <b>Code</b> | <b>Course</b>                                    |
|-----|-------------|--|
| 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 |

### **Human Resources**

- |     | <b>Code</b> | <b>Course</b>                                 |
|-----|-------------|---|
| 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   |

### **International Business**

- |     | <b>Code</b> | <b>Course</b>   |
|-----|-------------|---|
| 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) |

### **Data Analytics\***

	<b>Code</b>	<b>Course</b>
1.	D11	Data Mining Techniques
2.	D12	Data Mining Applications
3.	D13	Big Data Analytics & Cloud Computing
4.	D14	Advanced Data Analytics

*\*Currently only Minor is offered, can be extended to a Major subject to an adequate number of students registering for the same*

### **Agri-business Management**

	<b>Code</b>	<b>Course</b>
1.	A11	Agricultural&Food Policy
2.	A12	Agribusiness Financial Management
3.	A13	Agricultural Marketing Management
4.	A14	Export Potential Analysis for Agri Products
5.	A15	Agri Supply Chain Management
6.	A16	Management of Agribusiness Cooperatives
7.	A17	Management of Agribusiness Projects
8.	A18	Agri Retail Management
9.	M22	Rural Marketing
10.	A19	Agribusiness Entrepreneurship
11.	A20	Agri Input Marketing
12.	A21	Agricultural Risk Management

### **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.