



## BHAVAN'S CENTRE FOR COMMUNICATION & MANAGEMENT

### PGDM BATCH (2021-23)

### COURSE STRUCTURE

#### FOUNDATION COURSE (NON-CREDIT COURSE)

Paper No.	Paper Code	Papers
<b>FC01</b>	<b>EMS</b>	Elementary Mathematics & Statistics
FC02	FA	Fundamentals of Accounting
FC03	CF	Computer Fundamentals
FC04	FE	Fundamentals of Economics
FC05	DPSS	Developing Public Speaking Skills
FC06	MO	Management Orientation

#### I YEAR

#### TRIMESTER – I

Sub. Code	Paper Code	Core Papers	Credits
T-I-01	QTA	Quantitative Techniques & Analysis	3 Credits
T-I-02	ME	Managerial Economics	3 Credits
T-I-03	OB-1	Organizational Behavior -1	3 Credits
T-I-04	FRA	Financial Reporting & Analysis	3 Credits
T-I-05	CAB	Computer Application for Business	3 Credits
T-I-06	MM-1	Marketing Management-1	3 Credits
T-I-07	IECH	Indian Ethos, Culture and Heritage	1 Credit
T-I-08	ES-1	Employability Skills – 1	2 credits
T-I-09	YOGA	YOGA	1 Credit
<b>Total</b>			<b>22Credits</b>

**TRIMESTER –II**

<b>Paper no.</b>	<b>Paper Code</b>	<b>Core Papers</b>	<b>Credits</b>
T-II-01	BR	Business Research Methodology	3 Credits
T-II-02	OB-2	Organization Behavior-2	3 Credits
T-II-03	MM-2	Marketing Management-2	3 Credits
T-II-04	FM-1	Financial Management-1	3 Credits
T-II-05	HRM	Human Resource Management	3 Credits
T-II-06	POM	Production & Operations Management	3 Credits
T-II-07	BIMA	Business Intelligence & Managerial Application	3 Credits
T-II-08	HCHM	Health Care & Hospital Management	3 Credits
T-II-09	ES - 2	Employability Skills - 2	2 Credits
T-II-10	YOGA	YOGA	1 Credit
<b>Total</b>			<b>27 Credits</b>

**TRIMESTER - III**

<b>Paper No.</b>	<b>Paper Code</b>	<b>Core Papers</b>	<b>Credits</b>
T-III-01	NS	Negotiation Skills	3 Credits
T-III-02	BL	Business law	3 Credits
T-III-03	BECG	Business Environment & Corporate Governance	3 Credits
T-III-04	FM-2	Financial Management-2	3 Credits
T-III-05	AEM	Advanced Excel For Managers	3 Credits
T-III-06	CMA	Cost and Management Accounting	3 Credits
T-III-07	LSCM	Logistics & Supply Chain Management	3 Credits
T-III-08	BA-1	Business Analytics -1 (Certificate Course)	3 Credits
T-III-09	ES - 3	Employability Skills - 3	2 Credits
T-III-10	YOGA	YOGA	1 Credit
<b>Total</b>			<b>27 Credits</b>

**SUMMER INTERNSHIP PROGRAM**

4 Credits

Reasoning, Aptitude &amp; Mental Ability

3 Credits

Practical Field Work (Shop Floor Training)

3 Credits**TOTAL CREDITS FOR 1ST YEAR****86 Credits****II YEAR****TRIMESTER –IV**

Paper no.	Paper code	Core Papers	Credits
T-IV-01	TTP	Taxation & Tax Planning	3 Credits
T-IV-02	BECS	Business Ethics & Corporate Sustainability	3 Credits
T-IV-03	BA-2	Business Analytics -2 (Certificate Course)	3 Credits
		<b>SPECIALIZATION-I</b>	
T-IV-04	E-I(A)	Elective-I(A)	3 Credits
T-IV-05	E-I(B)	Elective-I(B)	3 Credits
T-IV-06	E-I(C)	Elective-I(C)	3 Credits
T-IV-07	E-I(D)	Elective-I(D)	3 Credits
		<b>SPECIALIZATION-II</b>	
T-IV-08	E-II(A)	Elective-II(A)	3 Credits
T-IV-09	E-II(B)	Elective-II(B)	3 Credits
T-IV-10	E-II(C)	Elective-II(C)	3 Credits
T-IV-11	E-II(D)	Elective-II(D)	3 Credits
T-IV-12	YOGA	YOGA	1 Credit
		<b>Soft Skill Papers</b>	
T-IV-13	ES - 4	Employability Skills - 4	2 Credits
<b>Total</b>			<b>33 Credits</b>

**TRIMESTER- V**

Paper no.	Paper code	Core Paper	Credits
T-V-01	SM	Strategic Management	3 Credits
T-V-02	ESMEM	Entrepreneurship & SMEs Management	3 Credits
		<b>SPECIALIZATION-I</b>	

T-V-03	E-I(E)	Elective-I(E)	3 Credits
T-V-04	E-I(F)	Elective-I(F)	3 Credits
T-V-05	E-I(G)	Elective-I(G)	3 Credits
T-V-06	E-I(H)	Elective-I(H)	3 Credits
		<b>SPECIALIZATION-II</b>	
T-V-07	E-II(E)	Elective-II(E)	3 Credits
T-V-08	E-II(F)	Elective-II(F)	3 Credits
T-V-09	E-II(G)	Elective-II(G)	3 Credits
T-V-10	E-II(H)	Elective-II(H)	3 Credits
T-V-11	YOGA	YOGA	1 Credit
		<b>Soft Skill Papers</b>	
T-V-12	ES - 5	Employability Skills - 5	2 Credits
<b>Total</b>			<b>30 Credits</b>

#### **ELECTIVES**

<b>MARKETING</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>FINANCE</b>	<b>INFORMATION SYSTEM</b>	<b>HEALTH CARE &amp; HOSPITAL MANAGEMENT</b>
Consumer Behavior (T-IV (M)-01)	Human Resource Planning (T-IV (HR)-01)	Security Analysis and Portfolio Management (T-IV (FIN)-01)	System Analysis and Design (T-IV (IS)-01)	Basics of Health Care Management (T-IV (HCHM)-01)
Advertising & Brand Management (T-IV (M)-02)	Performance Management (T-IV (HR)-02)	Financial Markets and Services (T-IV (FIN)-02)	Relational Database Management System (RDBMS) with Oracle (T-IV (IS)-02)	Operations Management in Hospital (T-IV (HCHM)-02)
Service Marketing (T-IV (M)-03)	Training and Development (T-IV (HR)-03)	International Finance (T-IV (FIN)-03)	Object Oriented Analysis & Design (T-IV (IS)-03)	Hospital Administration & Record Keeping (T-IV (HCHM)-03)
Sales and Distribution Management (T-IV (M)-04)	Labor Laws (T-IV (HR)-04)	Project Appraisal and Control System (T-IV (FIN)-04)	Software Engineering (T-IV (IS)-04)	National Health Program and Bio Statistics (T-IV (HCHM)-04)
Customer Relationship Management (CRM) (T-V (M)-01)	Employee Relation (T-V (HR)-01)	Merger & Acquisition (T-V (FIN)-01)	Decision Support Systems & Data Models (T-V (IS)-01)	Materials Management & Pharmacy Services (T-V (HCHM)-01)
Retail Marketing (T-V (M)-02)	Compensation Management (T-V (HR)-02)	Derivatives (T-V (FIN)-02)	Data Warehousing and Data Mining (T-V (IS)-02)	Legal Issues in Health Care & Hospital (T-V (HCHM)-02)

Digital Marketing (T-V (M)-03)	International HRM (T-V (HR)-03)	Financial Modeling & Business Valuation (T-V (FIN)-03)	Web technologies (T-V (IS)-03)	Planning & Designs of Hospital (T-V (HCHM)-03)
B2B Marketing /	Talent Management	Banking and Insurance Management	Network Management and Information Security	Quality Safety & Risk Management
Rural Marketing (T-V (M)-04)	(T-V (HR)-04)	(T-V (FIN)-04)	(T-V (IS)-04)	(T-V (HCHM)-04)

### VI TRIMESTER

Project no.	Project code	Project	Credits
T-VI	BH	Business History	3 Credits
T-VI	CP (P1)	Capstone Project	6 Credits
T-VI	RI (P2)	Rural Innovation Project	6 Credits
T-VI	CD (P2)	Community Development Project	
T-VI	SS (P2)	Social Sensitisation Project	
<b>Total</b>			<b>15 Credits</b>
<b>TOTAL CREDITS FOR II YEAR</b>			<b><u>84 CREDITS</u></b>
<b>TOTAL CREDITS FOR THE PROGRAM</b>			<b>170 Credits</b>