

**(Both Major)
Specialization**

2 Years Full Time Post Graduate Management Programme AICTE Approved PGDM with Dual Specialization

Marketing + International Business (Subject Specialization)

I Trimester (Common)

- Managerial Accounting
- Introduction to Marketing
- Managerial Economics
- Introduction to HRM & OB
- Business Communication
- Business Environment
- Basics of Information Technology
- Personality Development Program - PDP
- Language Basic (English /Foreign)

II Trimester (Common)

- Sales & Distribution Management
- Introduction to Financial Management
- Indian Economy & Policy
- Legal Aspects of Business
- Introduction to Operation Management
- Research Methodology
- Advance Excel
- Current Business Affairs
- Personality Development Program - PDP
- Language Advanced (English /Foreign)

III Trimester (Common)

- Marketing Research
- Introduction to International Business
- MIS / ERP
- Business Analytics
- Indian Ethos and Business Ethics
- Introduction to Strategy
- Introduction to Digital Technology
- Internship Project Preparation
- Company Analysis

Elective - Marketing + International Business (Subject Specialization)

IV Trimester

- Consumer Behavior
- International Relations & Management
- Retail Management
- Product & Brand Management
- Services Marketing
- International Mktg. Mgmt. & Operations
- International Logistics
- Foreign Trade Policy of India
- Big Data OR Sales Force
- Internship Project Presentation
- Pre-placement Preparation

V Trimester

- Integrated Marketing Communication
- International Labour Organization & Laws
- Digital & Social Marketing
- International Marketing
- Customer Relationship Management
- Foreign Exchange Management
- International Trade Laws
- Legal Dimensions of International Business
- Sectorial Analysis
- Pre-placement Preparation

VI Trimester (Common)

- Entrepreneurship Development
- Advanced Strategy Management
- Sectoral Research Project
- Pre-Placement Preparation
- Employability Enhancement Session
- Recruitment Drive

