

Curriculum Structure

**PGDM(Marketing)
Batch 2020-22**

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POST GRADUATE DIPLOMA IN MANAGEMENT- MARKETING

PGDM (M)

Jaipuria Institute of Management Noida's Post Graduate Diploma in Management (Marketing) is an AICTE approved, AIU equivalent and NBA accredited two-year full time program. The programme is recognized by AIU as equivalent to MBA and is designed to develop world class marketing professionals with a strong value system. PGDM (Marketing) is a well-established program, perfected over a period of time. Its industry oriented syllabi and curriculum is constantly updated to remain contemporary and is futuristic in orientation in order to groom professionals to be ready to meet the ever changing demands of global business.

Programme Structure

PGDM (Marketing) is a professional management course spread across two academic years. An academic year is divided into three academic terms. The programme comprises of 25 core courses and 15 elective courses. Out of these 15 elective courses 2 elective courses will be offered in first year. 13 electives will be offered in second year of the program.

Jaipuria follows a continuous system of assessment and evaluation for measuring students' learning outcomes. Each course therefore assesses student learning through different pedagogical interventions on continuous basis. The curriculum ensures that in the first year core courses are covered to strengthen basic functional management knowledge for holistic perspective of general management. In addition, there are two elective courses in the Third trimester (One each from Programme Specialization and Area Specialization) which are named as specialization core. After completion of three trimesters, students undergo summer internship to gain first-hand experience of working in the real business world and for application of classroom learning. The second year provides students courses in the area of specialization of their interest along with a super-specialization in a sector of their choice. The three trimesters in the second year ensures in-depth conceptual understanding and practical application. In the second year, students may choose any *three* courses from the Programme Specialization electives, any *three* courses from any one of the sectors in the Sectoral Specialization electives (Rural Marketing, E-Marketing and Retail), any *five* from the Area Specialization electives (Finance, Marketing Management, Human Resource Management, Operations Management and Business analytics and decision sciences) and any *two* courses from the Open (Additional or liberal Arts or Area basket) electives.

Pedagogy

The learning pedagogy has been widely acclaimed and has made Jaipuria Noida students stand out. It equips them to deliver high performance across businesses and geographies. Time-tested and carefully chosen pedagogical tools like classroom discussions, case studies, quizzes, assignments, roles play, business simulation games, lab exercises and real-time data collection using databases, live projects, field visits, expert interviews and industry visits help students in understanding and analysing the business model, market, industry, economy, etc. Such regular

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interventions allow the students to understand, learn, grow and evolve into industry-ready professionals.

Number of Credits in PGDM (M) Programme

The PGDM (M) programme has total 103.5 credits, of which 52.5 credits correspond to core courses, 45 credits correspond to elective courses and 6 credits are for Summer Internship Project. 39 credits would be allocated to second year elective courses and 6 credits are allotted to third-term electives in the first year. Students need to study a total of 15 elective courses and the proposed combination is:

- A. Programme Specialization Electives: 4
- B. Sectoral Specialization Electives (Rural Marketing, E-Marketing and Retail): 3
- C. Area Electives: 6
- D. Open Electives: 2

One out of the 7 Programme Specialization electives (including Sectoral electives) and one of the 6 Area electives will be covered in the Third Term.

Intended Outcomes

PEO1: Attain managerial positions in their organizations.

PEO2: Provide innovative and sustainable solutions to complex problems.

PEO3: Demonstrate emotional intelligence in socially and culturally diverse teams and settings.

PEO4: Engage in life-long learning to stay relevant in a dynamic business environment.

PEO5: Display entrepreneurial mind set

PEO6: Effectively leverage technologies

PEO7: Demonstrate ethical behaviour

Program Goals

PG1: Professional Proficiency: Proficient in current business theory and practice, effective communication, use of key technological tools and resources and breadth and depth of knowledge in key business disciplines.

PG2: Teamwork: Adept at working in teams with people from diverse backgrounds.

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PG3: Social Responsibility: Knowledge of moral and practical obligations and the commitment to sustainable practices of market participants to contribute in positive ways to society.

PG4: Creativity: Address organizational issues using innovative, imaginative and unorthodox approaches.

Programme Level Outcomes

The graduates of the programme will be able to:

PLO1: Communicate effectively

PLO2: Demonstrate the ability to work in teams to achieve desired goals

PLO3: Reflect on business situations applying relevant conceptual frameworks

PLO4: Comprehend sustainability issues

PLO5: Apply relevant technological tools for marketing decisions

PLO6: Exhibit innovative and creative thinking

CURRICULUM ARCHITECTURE

TRIMESTER – I Core Courses

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No.	Courses	Credits	Sessions	Hours
1	Data Analysis Using Spreadsheet	3	24	30
2	Accounting Fundamentals	3	24	30
3	Managerial Economics	3	24	30
4	Statistics for Management	3	24	30
5	Organisational Behaviour	3	24	30
6	Business Text Analysis	1.5	12	15
7	Fundamentals of Marketing	1.5	12	15
8	Principles of Management	1.5	12	15
	Total	19.5	156	195

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TRIMESTER – II Core Courses

No.	Courses	Credits	Sessions	Hours
1	Marketing Management	3	24	30
2	Corporate Finance	3	24	30
3	Managing Human Resources	3	24	30
4	Operations Management	3	24	30
5	Business and Economic Environment	3	24	30
6	Professional Spoken Communication	1.5	12	15
7	Management Accounting	1.5	12	15
8	Legal Aspects of Management (Seminar)	1	8	10
9	Workshop on Design Thinking	1	8	10
	Total	20	160	200

TRIMESTER – III Core + Elective Courses (Specialization Core)

No.	Courses	Credits	Sessions	Hours
1	Strategic Management	3	24	30
2	Applied Managerial Communication	3	24	30
3	Management Information Systems	1.5	12	15
4	Business Research Methods	1.5	12	15
5	Workshop on Professional Ethics	1	8	10
6	Workshop on Entrepreneurship	1	8	10
7	Business, Environment and Social Sustainability (Seminar)	1	8	10
8	Strategy Simulation (Workshop)	1	8	10
9	*Elective Courses-Specialization Core Marketing Management / Finance / Human Resource Management / Operations Management/ Business Analytics and Decision Sciences and Programme Specialization	6	48	60
	Total	19	152	190

**Electives have to be chosen 1 each from any of the two Specializations-Programme Specialization and Area (functional Specialization) that the student intends to undertake.*

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SUMMERINTERNSHIP PROJECT – 6 Credit

FOURTH TRIMESTER

No.	Courses	Credits	Sessions	Hours
1	Five (5) Electives	5 x 3=15	120	150
	Total	15	120	150

FIFTH TRIMESTER

No.	Courses	Credits	Sessions	Hours
1	Five (5) Electives	5 x 3=15	120	150
	Total	15	120	150

SIXTH TRIMESTER

No.	Courses	Credits	Sessions	Hours
1	Three (3) Elective Courses	3 x 3 =9	72	90
	Total	9	72	90

Specializations Offered*

- A. Programme Specialization Electives
- B. Sectoral electives: Rural Marketing / E-Marketing / Retail
- C. Area/Functional Electives (Human Resource Management, Marketing Management, Finance, Operations Management, Business Analytics and Decision Sciences)
- D. Open electives

*In order to run a particular specialization combination, a minimum of 50 students should have opted for it. For an elective to be offered, there has to be a minimum of 20% of total students of that specialization. However, there may be certain exceptions based on the approval received from the Director/Dean (Academics).

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A) Programme Specialization Courses:

Students may choose ANY 4 (1 elective in Term-III and 3 electives in Final Year) from the following list:

- Marketing Planning and Control (Programme Specialization Core- 3rd Trimester)
- Sales Management and Business Development (Programme Specialization Core- 4th Trimester)
- Digital Marketing
- Consumer Behaviour
- Brand Management
- Distribution and channel Management
- Applied Aspects of Marketing Research
- Marketing of Financial Services
- Customer Relationship Management
- Global Marketing
- Integrated Marketing Communications
- B2B Marketing
- Strategic Marketing
- Marketing Analytics

B) *Sectoral Specializations:

Students may choose ANY 3 courses from any ONE of the SECTORS

1. E MARKETING

- Search Engine Marketing with Google Ads
- Social Media Marketing,
- Digital Analytics for Marketing Professionals,
- Mobile Marketing,
- Digital Marketing Capstone
- Online Branding and Reputation management

2. RURAL MARKETING

- Rural Marketing
- Rural Ecosystem
- Social Marketing
- Microfinance & Rural Credit Management
- Rural Selling and Distribution

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- Researching Rural Markets

3. RETAIL

- Retail Management
- Retail Store Operations,
- Buying and Merchandising,
- Retail Logistics and Warehouse Management,
- E- Commerce,
- Retail Entrepreneurship

**Note: The sectors offered under Sectoral Specialization may be added or deleted, depending upon industry requirements and feedback.*

C) Area Specialization Courses

List of Electives

Any SIX (1 in 3rd term, 5 in second year) courses to be chosen from the second stream selected.

Marketing Management

- Marketing Planning & Control (Specialization Core)
- Sales Management and Business Development (Specialization Core)
- Consumer Behaviour (Specialization Core)
- Global Marketing
- Services Marketing
- Marketing Analytics
- Digital Marketing
- Online Branding and Reputation Management
- Brand Management
- Applied Aspects of Marketing Research
- Customer Relationship Management
- Retail Management
- Distribution and Channel Management
- Marketing of Financial Services
- Integrated Marketing Communications
- B2B Marketing
- Strategic Marketing
- Social Media Marketing
- Rural Marketing

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Human Resource Management

- Advanced HRM (Specialization Core)
- Talent Acquisition (Specialization Core)
- HR Analytics
- Learning & Development
- Performance Management System
- Compensation Management
- International HRM
- Human Resource Information System
- Industrial Relations and Labour Laws
- Organization Change & Development

Finance

- Advanced Corporate Finance (Specialization Core)
- Corporate Valuation
- Financial Derivatives and Risk Management
- Financial Markets & Institutions
- Investment Management
- Project Finance
- Wealth Management
- International Finance
- Risk Management in Commercial Banks
- Financial Modelling & Analysis
- Corporate Tax Management
- Fixed Income Securities
- Corporate Restructuring
- Microfinance
- Banking Operations and Credit Analysis
- Financial Econometrics

Operations Management

- Operations Research (Specialization Core)
- Supply Chain Management (Specialization Core)
- Logistic Management
- Optimization Techniques in Business Operations
- Business Forecasting
- Quality Management
- Operations Strategy

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- Materials and Inventory Management
- Managing Service Operations
- Project Management

Business Analytics and Decision Sciences

- Introduction to Business Analytics (Specialization Core)
- Data Visualization (Specialization Core)
- Predictive Analytics (Specialization Core)
- Text Analytics ((Specialization Core)
- Introduction to Machine Learning and Artificial Intelligence (Specialization Core)
- Supply Chain Analytics
- Financial Analytics
- People Analytics

D. Open Electives

Any two open electives may be chosen from Area Specializations (listed above) or Liberal Arts/Additional electives basket (as mentioned below). The specific courses within this basket would be decided every academic year.

Additional list of Electives:

Information Technology

- E-Commerce
- Enterprise Resource Planning
- Cloud Computing for Business Management
- Web and Social Media Analytics
- Dash Board Reporting using Advanced Excel
- Knowledge Management
- E-Governance

International Business

- International Business
- Doing Business with Emerging Economies
- Applied Econometrics for Managers
- Global Business Environment
- Management of MNCs
- Export/Import Procedures & Documentation
- International Finance
- International Human Resource Management

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- Global Marketing

Business Communication

- Workplace Etiquette
- Cross-cultural Communication (1.5 credits)
- Persuasive and Assertive Communication (1.5 credit)
- Digital Media Communication (1.5 credits)
- Internal Communication (1.5 credits)
- Negotiation Skills

Liberal Arts Basket:

- Career Advancement through Personal Effectiveness
- Cross Cultural Sensitivity
- Happiness and Well-being
- Language Chinese
- Language Spanish
- Women Studies: Diversity and Inclusion

Note: The courses offered under each specialization may be added or deleted, depending upon industry requirements and feedback.