

# Executive Post Graduate Diploma in Management (E-PGDM)

Specialisations: Finance, Marketing, Human Resource, Operations

## PROGRAM CURRICULUM

### SEMESTER I

#### Corporate Communication and Managerial Effectiveness

1. Effective Business Communication
2. Psychological and Cultural Dimensions of Business Communication
3. Organisational Communication
4. Corporate Communication
5. Business Writing for Managers
6. Presentations to Persuade
7. Making a Crisis Communication Plan
8. Intercultural and International Business Communication
9. Group Communication, Teamwork and Leadership
10. Developing Business Presentations and Measuring Internal Communication Effectiveness

#### Legal Aspects of Business

1. Introduction to Business Law
2. Indian Legal System
3. Indian Contract Act, 1872 - Part I
4. Indian Contract Act, 1872 - Part II
5. Special Types of Contracts
6. Partnership Act, 1932
7. Sale of Goods Act, 1930
8. The Negotiable Instruments Act, 1881
9. The Consumer Protection Act, 2019
10. Companies Act, 2013

#### Big Ideas with Design Thinking

1. Design Thinking & Innovation
2. What is Big Idea Ideation?
3. Feature Vs. Idea
4. What Makes a Big Idea?
5. How to Generate Big Ideas
6. Identifying No Brainers Vs Big Bets
7. Ideation Methods
8. How to Diverge and Converge
9. Case Studies - Big Ideas in Action
10. The Way Forward

#### Leadership, Values and Business Ethics

1. Leadership
2. Organization Structure & Culture
3. Interpersonal Skills & Emotional Intelligence in Leadership
4. Decision-Making and Problem-Solving Skills
5. Conflict Resolution and Managing Resistance
6. Values-Based Leadership
7. Change Management and Leadership
8. Business Ethics
9. The Indian Business Scene
10. Ethical Decision-Making
11. Ethics in Functional Areas of Business
12. Ethical Leadership and Corporate Governance
13. Measuring Leadership Effectiveness & Future Trends in Project Leadership

#### Business Analytics for Competitive Advantage

1. Introduction to Business Analytics
2. Data Quality, Data Governance, and Information Architecture
3. Analytical Techniques
4. Tools for Business Analytics
5. Introduction to Data Mining
6. Handling and Analyzing Large Datasets
7. Business Intelligence and Reporting
8. Analytics-Driven Decision-Making at the Strategic Level
9. Identifying and Managing Business Risks Through Analytics
10. Using Analytics for Competitive Benchmarking
11. Identifying New Business Opportunities Through Analytics
12. Ethical Considerations in Data Usage and Business Analytics

### SEMESTER II

(Below 2 subjects are compulsory for all specialisations)

#### Data Visualization and Decision Making

1. Understanding different types of data
2. Overview of the role of visualization in decision-making
3. Understanding and Structuring data for effective visualization
4. Creating visualizations that tell a cohesive story
5. Data Visualization through Graphs, Charts, Geospatial Visualisation
6. Understanding how humans perceive and interpret visual information
7. Role of data visualization in supporting decisions
8. Visualizing key performance indicators (KPIs) and business metrics
9. Augmented reality, virtual reality, and immersive visualization
10. Adapting to changes in the data visualization landscape

#### Project Management

1. Project Management: Genesis, history and evolution
2. Project Phases and Organisation
3. Understanding and Meeting Client Expectations
4. Project Planning and Project Execution
5. Working with People on Projects
6. Networks for Project Management
7. Resource Levelling and Project Crashing
8. Project Implementation and Monitoring
9. Controlling Projects Quality
10. Projects Contracts Management
11. Focussed areas from PMBOK
12. Project Leadership and Team Management
13. Introduction of other useful frameworks
14. Project Closure and Evaluation

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### SPECIALISATION BLOCK: FINANCE

#### Corporate Financial Strategy

1. Financial Environment
2. Sources of Corporate Funding
3. Foreign Funding-Institutions
4. Foreign Funding-Instruments, Laws and Procedures
5. Risk and the Cost of Capital
6. Corporate Capital Structure
7. Time Value of Money
8. Financial Risk Management
9. Financial Analysis and Business Planning
10. Fintech

#### Behavioral Finance

1. Introduction to Behavioral finance
2. Investment Decision Cycle: Judgment under Uncertainty
3. Utility/ Preference Functions
4. Theories based on Expected Utility Concept
5. Behavioral Factors and Financial Markets
6. Active Portfolio Management
7. Behavioral Corporate Finance
8. External Factors and Investor Behavior:
9. Emotions and Decision – Making
10. Optimum decisions

#### Risk Management

1. The concept of risk
2. Types and sources of risk
3. A risk management framework
4. Risk measurement tools and techniques
5. Identifying and analysing interest rate risk
6. Identifying and assessing foreign exchange risk
7. Identifying and analysing liquidity risk
8. Credit and counterparty risk
9. Commodity price risk
10. Other risk issues

#### FinTech Disruptive Innovation

1. Evolution vs Revolution
2. Diversity of Impact
3. Predicting the Future of FinTech
4. Government initiatives in FinTech
5. Implications for Careers
6. Competing on technological innovation
7. Organizing for digital innovation
8. Fintech Models and Products
9. FinTech Platforms
10. FinTech Security & Regulation

### SPECIALISATION BLOCK: HUMAN RESOURCE

#### Strategic Human Capital Management

1. Key Concepts & Principles of Strategic Human Capital Management
2. Aligning HR with Business Strategy
3. Talent Acquisition and Management
4. Performance Management and Employee Development
5. Employee Engagement and Motivation
6. Change Management and Organizational Development
7. Metrics and Analytics in SHCM
8. Legal and Ethical Considerations in SHCM
9. Global Perspective in SHCM
10. Case Studies and Practical Applications

#### Leading Human Potential for Effective Performance

1. Introduction to Leadership and Human Potential
2. Leadership Styles and Approaches
3. Motivation and Engagement
4. Emotional Intelligence and Leadership
5. Communication and Relationship Building
6. Coaching and Mentoring for Performance
7. Leading Teams for High Performance
8. Goal Setting and Performance Management
9. Creating a Positive Organizational Culture
10. Resilience and Stress Management
11. Leading Change and Innovation
12. Ethics and Responsible Leadership
13. Linking leadership to organizational strategy

#### DEI and Cross-Cultural Management

1. Introduction to Diversity, Equity, and Inclusion
2. Cultural Intelligence and Global Competence
3. Unconscious Bias and Stereotypes
4. Legal and Ethical Considerations in DEI
5. Intersectionality in DEI
6. Inclusive Leadership
7. Employee Resource Groups (ERGs) & Role of Affinity Groups
8. Recruitment and Retention Strategies
9. Microaggressions and Building an Allyship Culture
10. Effective cross-cultural communication strategies
11. Cultural Sensitivity and Adaptability
12. Conflict Resolution in Cross-Cultural Settings

#### Business Turnaround and Organizational Transformation

1. Introduction to Business Turnaround and Transformation
2. Assessing Organizational Health
3. Strategic Management for Turnaround
4. Change Management Principles, Models and Frameworks
5. Crisis leadership and decision-making
6. Financial Restructuring and Management
7. Operational Excellence and Efficiency
8. Implementing digital transformation initiatives
9. Employee Engagement and Communication
10. Identifying and managing key stakeholders
11. Measuring and Evaluating Transformation Success
12. Case Studies in Business Turnaround and Transformation

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### SPECIALISATION BLOCK: MARKETING

#### Integrated Marketing Management

1. Basics of Marketing Management
2. Market research for integrated marketing
3. Strategic marketing and Collaboration
4. Customer relationship management
5. Digital Marketing Integration
6. Consumer behaviour
7. Brand management
8. Ethical and legal considerations in marketing
9. Innovations in Integrated Marketing
10. Global Integrated Marketing Strategies

#### Digital Marketing and Analytics

1. Introduction to Digital marketing and marketing analytics
2. Website Optimization and User Experience
3. Search Engine Optimization (SEO)
4. Pay-Per-Click (PPC) Advertising
5. Social Media Marketing
6. Email Marketing
7. Content Marketing strategies
8. Analytics and Data Interpretation
9. Mobile marketing
10. Digital Marketing Strategy and Planning
11. E-Commerce

#### Strategic Market Research and New Products Development

1. Intro. to market research for new product development
2. Market dynamics and consumer behaviour analysis
3. Competitor analysis and Benchmarking
4. Design thinking in new product development
5. Market research for Idea Generation and concept testing
6. Data analysis for market insights.
7. Branding strategies for new products.
8. Marketing research and Product life cycle management
9. Launching new product
10. Post launch evaluation and adaptation.

#### International Marketing and Brand Management

1. Introduction to International Marketing & Brand Mgmt.
2. Global Market Trends and Opportunities
3. Market Entry Strategies and Risk Assessment
4. Cross-Cultural Comm. & promotion Strategies across borders
5. Supply Chain Management in Global Operations
6. International Pricing Strategies
7. Global Branding Strategies
8. Digital Marketing on a Global Scale
9. Legal & Regulatory Considerations in International Marketing
10. Emerging Trends in International Marketing and Brand Management

### SPECIALISATION BLOCK: OPERATIONS

#### Green Logistics and Sustainable Supply Chain Management

1. Introduction to Sustainable Supply Chain Management
2. Green Logistics strategies and practices
3. Sustainable Procurement and Supplier Management
4. Eco-friendly Transportation and Distribution
5. Waste Reduction and Circular Supply Chains
6. Energy Efficiency in Supply Chain Operations
7. Environmental Regulations and Compliance
8. Social Responsibility and Ethical Considerations
9. Green Technology and Innovation
10. Performance Measurement and Reporting
11. Building resilience in supply chain operations
12. Stakeholder Engagement & Collaboration for sustainable supply chain initiatives
13. Case Studies and Learning from failures and challenges in implementation

#### Project Procurement and Contracts Management

1. Introduction to Project Procurement Management
2. Procurement Planning and Strategy
3. Legal and Ethical Aspects of Contracts
4. Contract Types and Selection
5. Procurement Documents and Processes
6. Contract Administration and Management
7. Risk Management in Procurement and Contracts
8. Supplier Relationship Management
9. Quality Assurance in Procurement
10. Sustainability and Social Responsibility in Procurement
11. Procurement Negotiation Skills
12. International Procurement and Contracts
13. Technology Applications in Procurement

#### Operations Risk Management

1. Introduction to Operations Risk Management
2. Operational Risk Identification
3. Risk Assessment and Quantification
4. Key Components of Operations Risk
5. Risk Mitigation and Control Strategies
6. Crisis Management and Business Continuity
7. Regulatory Compliance and Operations Risk
8. Technology and Cybersecurity Risk
9. Supply Chain and Vendor Risk Management
10. Human Factor in Operations Risk
11. Performance Metrics and Key Performance Indicators (KPIs)
12. Data Analytics for Risk Management
13. Case Studies in Operations Risk Management

#### Technology and Operations Strategy

1. Introduction to Technology and Operations Strategy
2. Aligning Technology with Business Goals
3. Role of Technology in Operations Efficiency
4. Innovation and Technology Adoption
5. Digital Transformation in Operations
6. Supply Chain Technology and Logistics
7. Operations in the Age of Industry 4.0
8. Cloud Computing and Enterprise Systems
9. Strategic Outsourcing and Vendor Management
10. Cybersecurity and Data Protection

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11. Ethical and Legal Considerations in Technology
12. Performance Metrics and Measurement
13. Case Studies and Best Practices

### SEMESTER III

#### Business and Corporate Strategy

1. Strategic management process
2. Industry analysis and the competitive environment
3. Assessing organizational resources and capabilities
4. Cost leadership and differentiation strategies
5. Corporate-Level Strategies and alliances
6. International Expansion and Operations
7. Designing effective organizational architectures
8. Building and leading high-performance teams
9. Corporate Governance
10. Strategic Control and Evaluation
11. Innovation and Corporate Entrepreneurship
12. Applying strategic management principles to specific industries

#### Managing Digital Transformations

1. Understanding the digital economy
2. Digital Disruption and Innovation
3. Models and frameworks for managing digital transformation
4. Overview of key technologies (e.g., AI, IoT, blockchain)
5. Data-driven decision-making
6. Infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS)
7. Aligning digital strategy with business goals
8. Enhancing customer experiences through digital initiatives
9. E-commerce and Omnichannel Strategies
10. Robotic process automation (RPA) and workflow automation
11. Digital supply chain management
12. Smart Manufacturing and Industry 4.0
13. Regulatory Compliance in the Digital Era
14. Project Management in Digital Transformation
15. Monitoring and adjusting digital strategies

#### Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

**Project:** Online Submission of the Project in last semester based on the guidelines provided by SCDL