

SCMS COCHIN SCHOOL OF BUSINESS
PGDM Course Structure Batch 30 (2021-2023)

Sl.No	FOUNDATION COURSES	TERM I	Credits	TERM II	Credits	TERM III	Credits
1	Principles and Practice of Management	Economics For Managers	3	Socio-Economic Environment of Business	3	Consumer Behavior	3
2	Communication Skills	Financial Reporting and Analysis	3	Accounting for Decision Making and Control	3	Financial Management	3
3	Basic Quantitative Skills	Business Statistics	3	Operations Research	3	Business Research Methods	3
4	Enhancing Personal Productivity through IT	Organisational Behavior	3	Human Resource Management	3	Organizational Development and Change Management	3
5	Basics of Accounting	Business Communication	3	Written Analysis & Communication	3	Services Marketing	3
6		Information Technology for Managers	3	International Relations and Trade	3	Business Information Systems	3
7		Business Law	3	Marketing Management	3	Operations Management	3
8		COURSE VIVA	1	COURSE VIVA	1	COURSE VIVA	1
Term IV - PROJECT							9
TERM V				TERM VI			
Core Courses				Core Courses			
1	Strategic Management		3	Gen Mgt: Business Ethics and Corporate Governance			3
2	Strategic Marketing		3	Gen Mgt: Applied Strategic Management - Capstone			3
3	Supply Chain Management		3	Integrated Marketing Communication			3
4	Course Viva		1	Course Viva			1
Specialisation Courses							
Human Resources							
1	Performance Management & Career Development		3	People Analytics			3
2	Employment Relations Management		3	Global HR Context & Perspectives			2
3	Total Compensation Management		2	Workplace Learning Training & Development			2
Finance							
1	Strategic Financial Management		3	Financial Analytics			3
2	Wealth Management		3	Financial Derivatives and Risk Management			2
3	Investment Analysis and Portfolio Management		2	Tax Planning and Management			2
Systems & Operations							
1	Systems Analysis and Business Modeling		3	Business Analytics			3
2	Managing Quality and Productivity		3	World Class Operations			2
3	Enterprise Applications		2	IT Business Development			2
Retail Management							
1	Retail Environment and Strategies		3	Retail Analytics			3
2	Retail Store Operations		3	Customer Relationship Management			2
3	Store Design, Layout and Visual Merchandising		2	Life Style Marketing			2
Data Science & Business Analytics							
1	Introduction to Data Science & Big Data		3	Introduction to AI & ML			3
2	Business Analytics & Tools in Analytics		3	Data Analytics using R/Python			2
3	Data Visualization using Power BI		2	Project in Business Analytics			2
Elective Courses							
1	Entrepreneurship Development		2	International Business			2
2	Digital Marketing		2	Tourism Marketing			2
3	Management of Banking Operations and Financial Services		2	E-Commerce			2
4	Project Management		2	Logistics Management			2
5	Leadership Development		2	Fintech			2
				Crisis Management and Resilience			2