



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR



### Program Architecture **PGDM (ExP) 2022-24**

PGDM ExP (Accelerated) - 2022-24		Area	Credits	Hours
Orientation	<b>Orientation Module (Oct-Nov)</b>		<b>5 weeks</b>	
	<b>Subjects</b>			
	Financial Accounting	Finance	NC	30
	Critical and Analytical Thinking (CAT)	Communication	NC	18
	Quantitative methods for Business	Operations	NC	18
	Spreadsheet Modelling	IT	NC	18
	Case learning pedagogy	General	NC	12
	Writing Project Reports	General	NC	09
Term 1	<b>Term - I - Foundation (Nov - Feb)</b>		<b>11 weeks</b>	
	Financial Statement Analysis	Finance	3	30
	Managerial Economics	EEP	3	30
	Operations Management	Operations	3	30
	Marketing Management	Marketing	3	30
	Business Communication	Communication	3	30
	Individual and Group Dynamics	HRM	3	30
	Personal Growth Lab (outbound)	HRM	NC	
Term 1 & 2		<i>Total term credits</i>	<b>18</b>	
	Contemporary Issues in Management	Corporate Relations	NC	

Term 2	<b>Term II - Functional (Feb - April)</b>		<b>10 weeks</b>	
	Management Accounting	Finance	3	30
	Personal Branding (W)	Communication	2	20
	Emerging Technologies and Sectoral Analysis	IT	3	30
	Macroeconomics	EEP	3	30
	Organizational Design and Dynamics	HRM	3	30
	Business Research Methods	Marketing	3	30
	Data Visualization and Processing (W)	Marketing	NC	20
		<i>Total term credits</i>	<b>17</b>	
Term 3	<b>International Immersion (April – May)</b>		<b>4 - 5 weeks</b>	
	Global Career Accelerator (GCA)	International partner		
		<i>Total term credits</i>	<b>6</b>	60
Term 4	<b>Term IV Functional (May - Aug)</b>		<b>11 weeks</b>	
	Business Environment	EEP	3	30
	Digital Business Transformation	IT	3	30
	Corporate Finance	Finance	3	30
	Consumer Behavior	Marketing	3	30
	Managing People	HRM	3	30
	Strategic Management	SIE	3	30
	Design Thinking and Corporate Entrepreneurship (W)	SIE	2	20
Term 4 & 5	Social and Sustainability Project	SSR	2	20
	Contemporary Issues in Management	Corporate Relations	NC	
		<i>Total term credits</i>	<b>22</b>	

Term 5	<b>Term V - Customizations (Aug - Oct)</b>		<b>11 weeks</b>	
	Rethinking Strategy	SIE	3	30
	Operational Excellence	Operations	3	30
	Data Science, AI and ML (W)	Analytics	2	20
	Managing Self (W)	General	NC	10
	<b>Customized Electives</b>		<b>10</b>	
	Elective 1		2	20
	Elective 2		2	20
	Elective 3		2	20
	Elective 4		2	20
	Elective 5		2	20
		<i>Total term credits</i>	<b>18</b>	
Term 6	<b>Term VI Integration (Oct - Jan)</b>		<b>11 weeks</b>	
	Cross Functional Simulation	SIE	3	30
	Corporate Law (W)	EEP	2	20
	Strategic Marketing	Marketing	3	30
	Business Analytics	Analytics	3	30
	Negotiation Skills (W)	Communication	2	20
	Digital Business Strategy	IT	3	30
	Project Management	Operations	3	30
		<i>Total term credits</i>	<b>19</b>	
Term 7	<b>Term VII (Jan – Mar)</b>		<b>11 weeks</b>	
	Management Research Project/Strategic Consulting Project	General	6	
	KPMG certifications	KPMG	NC	
	Fintech (W)	Finance	NC	20
	<b>Total Credits</b>	<i>Total credits</i>	<b>106</b>	

<b>PGDM Executive - 2022-24</b>	<b>Career services Workshops</b>	<b>Duration</b>
W1	Profile Mapping Workshop (NC)	Term 1
W2	Resume Building Workshop (NC)	Term 1
W3	Career Opportunities Workshop (NC)	Term 6
	<b>Personal Development Workshops</b>	
A	Personal Growth Lab (outbound)	Term 1
B	Personal Branding (workshop)	Term 2
C	Managing Self (workshop)	Term 5
	<b>Skill based Workshops</b>	
A	Data Visualization and Processing (workshop)	Term 2
B	Design Thinking and Corporate Entrepreneurship (workshop)	Term 4
C	Data Science, AI and ML (workshop)	Term 5
D	Negotiation Skills (workshop)	Term 6
	<b>Knowledge based Workshops</b>	
A	Corporate Law (workshop)	
B	Fintech (workshop)	
	<b>Project</b>	
A	Sustainability & Social Responsibility Project	Term 4 and 5
B	Management Research Project / Strategic Consulting Project	Term 7
	<b>Additional Certifications</b>	
A	KPMG certifications	Term 7
<b>Customization</b>	<b>Electives*</b>	
<b>Marketing Management</b>		
1	Digital & Social Media marketing	
2	Marketing Analytics	
3	Product & Brand Management	

4	Business to Business Marketing	
5	International Marketing	
6	Marketing of Services	
7	Customer Experience Management	
Special session	Delivering Marketing Excellence using Business Experiments	

<b>Operations &amp; Supply Chain Management</b>		
1	Sustainable Operations Management	
2	Service Operations Management	
3	Operations Strategy	
4	Quality Management	
5	Logistics and Distribution Management	
6	Supply Chain Management	
7	Technology Management	
Special session	Exposure to MS Project software/Prima-vera	
<b>Information Management and Analytics</b>		
1	Business Models using IoT	
2	Data Analytics with R	
3	Forecasting and Timeseries Analysis	
4	AI based Businesses	
5	IT Service Outsourcing and Vendor Management	
6	Business Innovation through Blockchain	
7	IT Consulting	
Special session	IT Project Management (Costing)	
<b>Strategy</b>		
1	Strategies for Global Businesses	
2	Strategies for Emerging Markets	

3	Sustainability and Business Strategy	
4	Strategy in Digital Economy	
5	Management of Innovation	
6	Competitive Strategies	
7	Strategy Lab (Business Consulting)	
Special session	Developing an Entrepreneurial Mindset	
<b>Human Resource Management</b>		
1	HR Analytics	
2	Managing Performance	
3	Managing high performance teams	
4	EI and Leadership	
5	Legal framework of employee relations	
6	Career management	
7	Leading and managing organizational transformation	
Special session	Technology-enabled HRM	
<b>Finance</b>		
1	Business valuation	
2	Portfolio and Security Analysis	
3	Investment Banking	
4	Project appraisal and Finance	
5	Fixed Income Securities	
6	Financial Markets	
7	Behavioral Finance	
Special session	Sustainable Finance – thinking capital in an uncertain world/Wealth management	

\*running of electives is subject to minimum subscription criteria.