

Program Architecture: PGDM WE Program				
Foundation 23-25 Sept'2022	Orientation	6 hrs	Nil	
	Area: HRM	Workshop 1: Personal Growth Lab Orientation Program	2	
Total Credits			2	
Term	Area	Name of the Courses	Credits	
Term 1: 8 Oct'22- 12 March' 23	Business Communication	Workshop 2: Critical & Analytical Thinking	2	
Class days: 8 Oct-26 Feb: 22 days, 180 hrs Exam days: 4 days: 4 March-12 March	Business Communication	Personal Branding	2	
	Economic Environment & Policy	Corporate Law	2	
	Marketing Management	Marketing Management -I	2	
	Finance	Management Accounting	2	
	IT Management	Digital Business Transformation	2	
	HRM	Organisational Behaviour	2	
	Business Analytics	Business Analytics	2	
	Operations Management	Data Models and Decision	2	
	Finance	Financial Accounting (Harvard course with 10 hr Tutorial)	2	
	IT Management	Spread sheet Modelling (with 10 hr Harvard Course Tutorial)	1.5	
Total Credits			21.5 credits	
Term 2: 25 March' 23 to 26 August' 23	Economic Environment & Policy	Workshop 3: Business Environment and Strategic	2	
	Business Communication	Negotiation Analysis	2	
	Economic Environment & Policy	Macro Economics	2	
	Marketing Management	Marketing Management-II	2	
	Finance	Business & Corporate Finance	2	

Class days: 25 March-13 August: 22 days, 180 hrs Exam Dates: 19-27 August	Operations Management	Operations Management	2	
	HRM	Human Resource Management	2	
	Economic Environment & Policy	Macro Economics Workshop	1	
	Strategy Innovation & Entrepreneurship	Strategic Management	2	
	Business Communication	Managerial Communication (Harvard Course with 10 hr Tutorial)	2	
	Operations Management	Quantitative Methods (Harvard Course with with 10 hr Tutorial)	2	
Total Credits			21 credits	
Term 3: 9 Sept'23 -17 March' 24	Strategy Innovation & Entrepreneurship	Workshop 4: Design Thinking & Innovation	2	
Class Days: 9 Sept-25 Feb: 22 Days, 180 hrs Immersion: 26 Feb- 8 March: 40 hrs Exam Dates: 9-17 March	Marketing Management	Business Research Methods	2	
	Business Analytics	Information Technology Project Management	2	
	Core Elective 1 *	4 core elective courses: 5 Specialization Tracks**: 1. Leadership and Strategy (2 courses) 2. IT Analytics (2 courses) 3. Applied Finance (2 courses) 4. Sales and Marketing (2 courses) 5. Supply Chain and Operations	3	
	Core Elective 2		3	
	Core Elective 3		3	
	Core Elective 4		3	
	International Immersion/ Live Projects		4	
Total Credits			22	
* Students will be able to choose 2 specializations, and will compulsarily read 4 courses from the ones they have chosen. A cap on minimum subscription for a track to run will be applicable. The focus of their CIS and 1 specialization workshop in Term IV will decide for them their major and minor specialization.				
Term 4: 24 March-15 September'24				
	Workshop 5: ** Specialization		2	
	Core Elective 5	4 core elective courses: 5 Specialization Tracks**: 1. Leadership and Strategy (2 courses) 2. IT Analytics (2 courses)	3	
	Core Elective 6		3	

Class Days: 24 March-25 Aug: 24 Days: 200 hrs Exam Dates: 31 Aug-15 Sept, including CIS submission and evaluation	Core Elective 7	3. Applied Finance(2 courses)	3	
	Core Elective 8	4.Sales and Marketing (2 courses) 5. Supply Chain and Operations	3	
	Integrative Simulation		3	
	Professional Certification		3	
	Course of Independent Study (CIS)		4	
	Industry/Alumni Interaction		0.5	
Total Credits			24.5 credits	
Courses through SWAYAM Portal			14 credits	
Grand Total (Term 1+ 2+ 3+ 4+ SWAYAM)			105 Credits	
** Students will choose one workshop from the following (a minimum subscription cap will be put in place):				
1. People Analytics				
2:Data Science and Machine Learning				
3:Contemporary Issues in Supply chain Management				
4:financial markets/Portfolio / wealth management				
5:Visual Analytics				
List of SWAYAM Courses		IIT Kanpur		
Managerial Economics	2	EEP	IIMB	
Valuation and Creating Sustainable Value	2	Finance	IIMB	
Innovation and Information Technology Management	2	ITM	IIMB	
Strategy and the Sustainable Enterprise	2	SIE	IIMB	

Customer Relationship Management	2	Marketing	IIT Kgp	
Modelling and Analytics for Supply Chain Management	2	Operations	IIT Kgp	
Strategic Performance Management	2	HR		

Note:

1. All exams in online mode and on non-alternate weekends
2. Any rescheduling of class will engage a non-alternate weekend
3. Loss of class due to any holiday will be adjusted on non-laternate weekend
4. Harvard certificate tutorial to be optional, online mode, non-alternate weekend.