

COURSE ARCHITECTURE - PDGM PT 2020-23

Year	Term	Attitude	Skills	Knowledge			Credits
				Basic	Specialized	Integrative	
I	I		Managerial Communication (Written) (2) Spreadsheet Modelling (2)	Managerial Economics (2) Organizational behaviour (2) Data, Models and Decisions (2)			10
	II	Personal Growth Lab (2)	Managerial Communication (Oral) (2)	Marketing Management (2) Legal Environment of Business (2) Financial Reporting and Analysis (2)			10
	III		Understanding Consumers (2)	Human Resource Management (2) Corporate Finance (2) Business Environment (2) Entrepreneurship Management (2)			10
	IV		Negotiation Skills (2)	Management Accounting (2) Operation Management (2) Business Research Methods (2) Simulation (2)			10
Company Based Project / International Immersion (4)							4
II	V		Critical Thinking (2)	Strategic Management (2) Big Data Analytics (2) Management Information System (2)	International Business (2)		10
	VI		Selling Skills (2)		B2B Marketing (2) Financial Statement Analysis Social Media Marketing (2) Operations Strategy (2)		10
	VII	Personal Branding (2)			Mobile Marketing (2) Customer Relationship Management (2) Project Management (2) Project Appraisal and Financing (2)		10
	VIII				Business Valuation (2) Marketing Analytics (2) Mergers, Acquisitions & Corporate Restructuring (2)	Integrative Simulation (5)	11
III					Dissertation (5)	5	
Total Credit							90