

PROGRAMME ARCHITECTURE - PDGM PT 2019-22

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