

DAYANANDA SAGAR BUSINESS SCHOOL [DSBS] BENGALURU

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

(Approved by AICTE, Ministry of Education, Govt of India)



PGDM COURSE STRUCTURE 2023-2025



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1. PROGRAM STRUCTURE & CREDITS

The Program Structure and Credits for PGDM are based on the need of the stakeholders and industry requirements. Total Duration of the PGDM program is two years with Dual Specialization with a Trimester scheme.

PGDM at DSBS offers Trimester Scheme. I, II and III Trimester belong to I Year and IV, V and VI belong to the II year of PGDM. Every Trimester consists of 11 weeks of Teaching and 1 week for examination.

In the First Year, students learn core courses from all domains, which form the foundation courses of Management Studies as per the requirement of AICTE. At DSBS, PGDM offers total credits of 108 for the entire two years of PGDM. It includes 57 credits in I Year, 50 credits in the II Year. Internship during I year will be for 3 credits and Dissertation during II year will be for 4 Credits respectively. Internship Project will be after the third trimester and Dissertation Project will be during entire VIth trimester of PGDM program.

1.1 TOTAL CREDITS FOR I & II YEAR PGDM

SL NO	YEAR	NO OF COURSES	NO OF CREDITS	TOTAL MARKS
1	I	28	57	2500
2	II	18	50	1700
	TOTAL	46	107	4200

1.2 TOTAL CREDITS FOR I YEAR PGDM

SL NO	YEAR	TRIMESTERS	NO OF COURSES	NO OF CREDITS	TOTAL MARKS
1	I	I, II, III	27	54	2400
2	I	INTERNSHIP	01	03	100
		TOTAL	28	57	2500

1.3 TOTAL CREDITS FOR II YEAR PGDM

SL NO	YEAR	TRIMESTERS	NO OF COURSES	NO OF CREDITS	TOTAL MARKS
1	II	IV, V	15	44	1500
2	II	VI (DISSERTATION)	01	04	100
	II	Research Paper / Conference Publication	02	02	100
		TOTAL	18	50	1700

2. I YEAR PGDM PROGRAM

I TRIMESTER								
Course Code	Title of the Course	Course Category	Teaching Hours		Duration of Exam in Hrs	Marks		Total Marks
			Credits Allotted	Total Teaching Hours		CCE	TEE	
23PG101	Managerial Economics	Core	3	30	3	50	50	100
23PG102	Foundations of Management & Organizational Behaviour	Core	3	30	3	50	50	100
23PG103	Legal Aspects of Business	Core	3	30	3	50	50	100
23PG104	Financial Accounting and Decision Making	Core	3	30	3	50	50	100
23PG105	Current Corporate Affairs	Core	2	20	3	50	50	100
23PG106	Quantitative Techniques for Managers	Core	3	30	3	50	50	100
23PG107	Business Communication (Workshop Mode)	Core	2	20	3	100	-	100
VALUE ADDED SKILL BASED CERTIFICATION								
23PG108	Digital & Social Media Marketing (Practical/Hands-on)	Certificate	-	10	-	50	-	50
23PG109	Advanced M S Excel (Practical/Hands-on)	Certificate	-	10	-	50	-	50
		TOTAL	19	210		450	350	800

II TRIMESTER								
Courses Code	Title of the Course	Course Category	Teaching Hours		Duration of Exam (in Hrs)	Marks		Marks Total
			Credits Allotted	Total Teaching Hours		CCE	TEE	
23PG201	International Business	Core	3	30	3	50	50	100
23PG202	Marketing Management	Core	3	30	3	50	50	100
23PG203	Innovation and Design Thinking (Workshop Mode)	Core	2	20	-	100	—	100
23PG204	Corporate Governance, Ethics & Business Sustainability (Workshop /Teaching Mode)	Core	2	20	-	100	-	100
23PG205	Leadership & Happiness	Core	2	20	3	50	50	100
23PG206	Corporate Finance	Core	3	30	3	50	50	100
23PG207	Business Research Methods	Core	2	20	3	50	50	100
VALUE ADDED SKILL BASED CERTIFICATION								
23PG208	Life Skill Management (Practical/Hands-on)	Certificate	-	10	-	50	-	50
23PG209	SPSS & Data Analysis (Practical/Hands-on)	Certificate	-	10	-	50	-	50
		TOTAL	17	190		500	300	800

III Trimester								
Course Code	Title of the Course	Course Category	Teaching Hours			Marks		
			Credits Allotted	Total Teaching Hours	Duration of Exam (in Hrs)	CCE	TEE	Total Marks
23PG301	Social & Grass Root Management (Experiential Learning)	Core	2	20	-	100	-	100
23PG302	Bharatiya Management	Core	2	20	3	50	50	100
23PG303	Human Capital Management	Core	3	30	3	50	50	100
23PG304	Operations & Supply Chain Management	Core	2	20	3	50	50	100
23PG305	Technology management	Core	3	30	3	50	50	100
23PG306	Management Accounting	Core	3	30	3	50	50	100
23PG307	Start -Up Management (Workshop Mode)	Core	3	30	3	50	50	100
VALUE ADDED SKILL BASED CERTIFICATION								
23PG308	Artificial Intelligence & Machine Learning (Practical/Hands-on)	Certificate	-	10	-	50	-	50
23PG309	Python & R (Practical/Hands-on)	Certificate	-	10	-	50	-	50
		TOTAL	18	200		450	350	800
INTERNSHIP								
23PG310	Summer Internship	Core	3	12 Weeks	-	Project	VIVA	-
						70	30	100
		TOTAL	21			520	380	900

II YEAR PGDM PROGRAM

Curriculum for II year is designed to strengthen the competencies of students in the areas of application of business skills to be relevant in today's emerging business areas and meeting the requirements of enterprises in the area of Marketing, Finance, HRM, Operations, International Business etc. These courses form the specialized Courses /Electives during the II year. DSBS offers ten Specializations. Since it is dual specialization, a student can choose any **TWO** from Ten specializations offered.

3.7 SPECIALIZED/ELECTIVE COURSES:

1. Business Analytics
2. Marketing
3. Finance
4. HRM
5. International Business
6. Operations & Supply Chain Management
7. Retail Management
8. Healthcare Management
9. Entrepreneurship
10. Tourism & Hospitality Management

YEAR	PARTICULARS	NO OF COURSES	TOTAL CREDITS	TOTAL MARKS
II	IV Trimester	07	21	700
	V Trimester	08	23	800
	TOTAL	15	44	1500
	VI Trimester Dissertation/Project Work	01	04	100
	Research Paper / Conference Publication	02	02	100
	TOTAL	18	50	1700

Trimester	Courses	No of courses	No of Credits per Course	Total No of Credits
IV	Core Course/ Strategic Management	01	03	21
	Specialization-I	04	03	
	Specialization-II	02	03	
V	Core Course/ Business Analytics	01	03	23
	Specialization-I	04	03	
	Specialization-II	02	03	
	Certificate Course	01	02	
	TOTAL	15	44	44
VI	Dissertation Project Work	01	04	04
	Research Paper / Conference Publication	02	02	02
	TOTAL	18		50

COURSE FOR IV TRIMESTER

SPECIALIZATION	COURSES OFFERED	COURSE CODE
MARKETING MANAGEMENT	Consumer Analysis	23PGMM401
	Product & Brand Management	23PGMM402
	Sales & Distribution Management	23PGMM403
	Integrated Marketing Communications	23PGMM404
FINANCIAL MANAGEMENT	Advanced Finance Management	23PGFM401
	Project Appraisal & Finance	23PGFM402
	Security Analysis and Portfolio Management	23PGFM403
	Banking Laws & Practices	23PGFM404
HUMAN RESOURCE MANAGEMENT	Recruitment Selection & Retention Management	23PGHR401
	Employee Training & Development	23PGHR402
	Performance Management	23PGHR403
	Compensation Management	23PGHR404
OPERATIONS & SUPPLY CHAIN MANAGEMENT	Management of Manufacturing Systems	23PGOS401
	Operations Research Applications	23PGOS402
	Operations Strategy	23PGOS403
	Sales and Operation Planning	23PGOS404
INTERNATIONAL BUSINESS	International Marketing	23PGIB401
	Global HRM	23PGIB402
	Global Business Environment	23PGIB403
	International Economics	23PGIB404
BUSINESS ANALYTICS	R for Business Analytics	23PGBA401
	Marketing Analytics	23PGBA402
	Learning Python	23PGBA403
	Multivariate Analysis using SPSS	23PGBA404
RETAIL MANAGEMENT	Supply Chain & Logistics Management for Malls and Retails	23PGRM401
	Sales & Salesmanship	23PGRM402
	Stores & Outlet Management	23PGRM403
	Promotion & Relationship Management	23PGRM404
HEALTH CARE MANAGEMENT	Health Systems Management	23PGHM401
	Quality Management in Healthcare	23PGHM402
	Epidemiology	23PGHM403
	Project on HCM	23PGHM404
ENTREPRENEURSHIP	New Enterprise Creation	23PGEM401
	Start up Resource Management	23PGEM402
	Start up Ecosystem	23PGEM403
	Government Business & Interface	23PGEM404
TOURISM & HOSPITALITY MANAGEMENT	Tourism Entrepreneurship & Eco System	23PGTH401
	Travel Agency Management	23PGTH402
	Tourism Products & Destination of India	23PGTH403
	Tourism Marketing	23PGTH404

COURSE FOR V TRIMESTER

SPECIALIZATION	COURSES OFFERED	COURSE CODE
MARKETING MANAGEMENT	Digital & Social Media Marketing	23PGMM501
	Retail Management	23PGMM502
	Services Marketing	23PGMM503
	Marketing Analysis Mini Project	23PGMM504
FINANCIAL MANAGEMENT	Mergers, Acquisitions & Corporate restructuring	23PGFM501
	Direct & Indirect Taxation	23PGFM502
	International Finance & Derivatives Management	23PGFM503
	Financial Market Analysis -Mini Project	23PGFM504
HUMAN RESOURCE MANAGEMENT	Labour Codes and Industrial Relations	23PGHR501
	Organizational Change Management	23PGHR502
	Cross Culture and Diversity Management	23PGHR503
	Employee Engagement	23PGHR504
OPERATIONS & SUPPLY CHAIN MANAGEMENT	Sourcing Management	23PGOS501
	Behavioural Operations Management	23PGOS502
	Supply Chain Analytics	23PGOS503
	Pricing & Revenue Management	23PGOS504
INTERNATIONAL BUSINESS	International Business Negotiation	23PGIB501
	Sustainable Global Business	23PGIB502
	Export & Import Management	23PGIB503
	India's Foreign Trade	23PGIB504
BUSINESS ANALYTICS	Machine Learning	23PGBA501
	Power BI	23PGBA502
	Six Sigma & Quality Control	23PGBA503
	Data analysis using R & Rcmdr	23PGBA504
RETAIL MANAGEMENT	Retail Inventory Management	23PGRM501
	Trade Fair & Execution	23PGRM502
	Service & Retail Marketing	23PGRM503
	e-tailing	23PGRM504
HEALTH CARE MANAGEMENT	Medical Ethics & Laws in HealthCare	23PGHM501
	HealthCare Analytics	23PGHM502
	Hospital Operations	23PGHM503
	Health Care Economics & Finance	23PGHM504
ENTREPRENEURSHIP	Family Business Management	23PGEM501
	Angel & Venture Capital Management	23PGEM502
	Preparation of Business Plan-A project	23PGEM503
	Financing of Small Business	23PGEM504
TOURISM & HOSPITALITY MANAGEMENT	Managing Tour Package Operations	23PGTH501
	International Tourism & Hospitality Management	23PGTH502
	Travel & Tour Operations	23PGTH503
	Cultural & Heritage Tourism	23PGTH504

VI TRIMESTER

VI TRIMESTER			
DISSERTATION			
1	TRIMESTER		VI TRIMESTER
	Course		Dissertation
	Credits for the Course		4 Credits
	Total No of Weeks		12 Weeks
	Duration in Months		3 Months