

Sr. No.	Tri Semester I	Sr. No.	Tri Semester II	Sr. No.	Semester III
1.	Principals of Management	1.	Managerial Economics	1.	Business Environment
2.	Business Information System	2.	Business Law & Taxation	2.	Marketing Management
3.	Business Accounting	3.	Cost & Management Accounting	3.	Financial Management
4.	Business Communication	4.	Research Methodology	4.	Operations Research
5.	Business Mathematics & Statistics	5.	Operations Management	5.	Project Management
6.	Organizational Behavior	6.	Entrepreneurship Management	6.	Human Resource Management
Sr. No.	Tri Semester IV [ Common Subjects ]				
1.	International Business	2.	E-Business	3.	Strategic Management
Sr. No.	Tri Semester IV [ Specialization ]				
	<b>Marketing</b>		<b>Finance</b>		<b>Human Resource</b>
1.	Sales & Distribution Management	1.	Advanced Financial Management	1.	HR Planning & Audit
2.	Product & Brand Management	2.	Investment & Portfolio Management	2.	Organization Theory Structure, Design & Learning Organization
3.	Consumer Behavior	3.	Financial Markets, Institutions & Instruments	3.	Industrial Relations & Labor Laws
Sr. No.	Tri Semester IV [ Specialization ]				
	<b>Operations</b>		<b>Systems</b>		
1.	Logistics & Supply Chain Management	1.	IT Enabled Enterprise planning		
2.	Total Quality Management	2.	Data base management system		
3.	Materials Management	3.	Software engineering		



Course Details :

**PGDBM (Pharmaceutical Management)**

Sr. No.	Tri Semester I	Sr. No.	Tri Semester II	Sr. No.	Semester III
1.	Principles of Management	1.	Managerial Economics	1.	Business Environment
2.	Business Information System	2.	Pharmaceutical Legal Aspects*	2.	Marketing Management
3.	Business Accounting	3.	Cost & Management Accounting	3.	Financial Management
4.	Business Communication	4.	Research Methodology	4.	Operations Research
5.	Business Mathematics & Statistics	5.	Operations Management	5.	Project Management
6.	Organizational Behaviour	6.	Entrepreneurship Management	6.	Human Resource Management
				7.	Pharmacology Disease Mgt
				8.	Pharmaceutical Sales Mgt.
Sr. No.	Tri Semester IV	Sr. No.	Tri Semester V	Sr. No.	Semester VI
1.	International Business .	1.	Retail Marketing & Rural Marketing	1.	Capstone Project.
2.	E- Business	2.	Medico Marketing.		
3.	Strategic Business	3.	Pharma Business Strategy		
4.	Pharmaceutical Distribution & Logistic Management.	4.	Consumer Behaviour		
5.	Pharmaceutical Product & Brand Management.	5.	Pharma Market Auditing		
6.	Brand Promotional Strategies & OTC Marketing	6.	Pharma International Marketing.		



Course Details :

## PGDBM (Logistics and Supply Chain Management)

Two years : Full time including a capstone project.

Sr. No.	Tri Semester I	Sr. No.	Tri Semester II	Sr. No.	Semester III
1.	Principles of Management	1.	Managerial Economics	1.	Business Environment
2.	Business Information System	2.	Business Law & Taxation	2.	Marketing Management
3.	Business Accounting	3.	Cost & Management Accounting	3.	Financial Management
4.	Business Communication	4.	Research Methodology	4.	Operations Research
5.	Business Mathematics & Statistics	5.	Operations Management	5.	Project Management
6.	Organizational Behaviour	6.	Entrepreneurship Management	6.	Human Resource Management

Sr. No.	Tri Semester IV	Sr. No.	Tri Semester V	Sr. No.	Semester VI
1.	International Business .	1.	Lean Six Sigma	1.	Capstone Project
2.	E- Business	2.	Theory of Constraints		
3.	Strategic Business	3.	Business Process Re-engineering		
4.	Logistics & Supply Chain Management	4.	Supply Chain Strategy		
5.	Total Quality Management	5.	Global Logistics Operations		
6.	Transport & Fleet Management	6.	Warehouse Management		

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