



CURRICULUM - PGDM MARKETING & BUSINESS ANALYTICS

TRIMESTER I
1. Business Communication and Cognitive skills 1
2. Organizational behavior 1
3. Microeconomics
4. Financial Accounting
5. Marketing Management
6. Quantitative Techniques 1 (BS)

TRIMESTER II
1. Computer Applications for Business
2. Introduction to R/Python Programming
3. Operations Management
4. Quantitative Techniques 2 (OR)
5. Business Communication and Cognitive Skills 2
6. Macroeconomics

TRIMESTER III
1. Business Research Methods (using R)
2. Corporate Finance
3. Organizational Behaviour 2
4. Marketing research
5. Managerial Accounting
6. Sales and Distribution

TRIMESTER IV	
CORE	Business Model Innovation
CORE	International Business & Globalization
CORE	Services Marketing
ELECTIVE	Neuro-Marketing and Consumer Behaviour
ELECTIVE	Value Proposition design
ELECTIVE	Integrated Marketing Communication
ELECTIVE	Negotiations & Conflict Management
ELECTIVE	Decision Modeling Analysis with Spread sheets
ELECTIVE	SAS for Data Analytics
ELECTIVE	Business Intelligence and Analytics

*Choose 3 electives out of 7

TRIMESTER V	
CORE	Digital Marketing and Social Media Strategy
CORE	Strategic Marketing
CORE	Brand Management
ELECTIVE	Marketing Analysis & Decision Making with SPSS
ELECTIVE	Innovation Analytics with SAS
ELECTIVE	Customer Analytics with SAS
ELECTIVE	Conquering Complexity in Business
ELECTIVE	Blue Ocean Strategy
ELECTIVE	Business Forecasting

*Choose 3 electives out of 6

TRIMESTER VI	
ELECTIVE	Design Thinking & Innovation
ELECTIVE	Advanced Business Analytics
ELECTIVE	Strategy for Business Analytics
ELECTIVE	Marketing Optimization
ELECTIVE	Customer Relationship Management
ELECTIVE	Predictive Marketing

*Choose 3 electives out of 6