

Symbiosis Institute of Management Studies (SIMS) Khadki Campus Pune, a constituent of Symbiosis International University (SIU)
Post Graduate Advanced Diploma in Management (PGADM formerly PGPM) 2018-19 - Programme Structure

PGADM 2018-19 Batch (Formerly PGPM)
Programme Structure

Post Graduate Advanced Diploma in Management (PGADM) is a one year full-time management programme (generally known as Fast Track MBA), which is ideal for junior and middle level executives who need a management qualification to boost and advance their career at par with MBAs. The Programme is designed on the lines of a full time MBA, and offers specializations in Marketing, Finance, Operations and Human Resource.

1. **Objective** : To provide high quality management education to students through advancement of knowledge in all business related disciplines and development of ethos of corporate professionalism in student managers.
2. **Duration** : One Year (Two Semesters)
3. **Intake** : 60 Students
4. **Reservation of Seats** : OPEN TO ALL
5. **Eligibility** : Bachelor's Degree from any Statutory/recognized University with minimum of 50% marks and a minimum of four year work experience (after Graduation).
6. **Selection Procedure** : Personal Interaction

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7. **Programme Pattern** : Semester Pattern - 2 Semesters
8. **Fees** : Rs 5,30,000/- for both the semesters + Rs 20,000/- refundable deposit.
9. **Assessment** : All Internal Courses will have 100% component as internal evaluation at the Institute level. All External Courses will have 60% internal component and 40% component as external [University] examination.
10. **Standard of Passing** : The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.
11. **Award of Degree** : **Post Graduate Advanced Diploma in Management** will be awarded at the end of semester II examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.

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Semester I

Student has to opt for any one specialization from **Marketing, Finance, Human Resource, and Operation** which will remain constant for both the semesters.

Compulsory Courses

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
	Business Statistics	2	100	-	100
	Management of Operations	2	60	40	100
	Managerial Economics	2	60	40	100
	Legal Aspects of Business	2	60	40	100
	Organizational Behavior	2	60	40	100
	Essentials of Marketing Management	2	60	40	100
	Research Methodology	2	60	40	50
	Human Resource Management	2	60	40	100
	Entrepreneurship	2	100	-	100
	Financial Accounting	2	60	40	100
	Total	20	680	320	1000

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Specialization Courses

Marketing

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
020471111	Consumer Behavior	2	60	40	100
020471112	Customer Relationship Management	2	60	40	100
020471113	Integrated Marketing Communication	2	60	40	100
	Total	6	180	120	300

Finance

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
020471114	Basic of Financial Management	2	60	40	100
020471115	Introduction to Financial Markets and Institutions	2	60	40	100
020471116	Retail Banking	2	60	40	100
	Total	6	180	120	300

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Human Resource Management

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
020471117	Talent Acquisition	2	60	40	100
020471118	Compensation and Reward Management	2	60	40	100
020471119	Industrial Relations	2	60	40	100
	Total	6	180	120	300

Operations

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
020471120	Quality Management	2	60	40	100
020471121	Supply Chain Management	2	60	40	100
020471122	Materials Management	2	60	40	100
	Total	6	180	120	300

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Semester II
Compulsory Courses

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
020471201	Strategic Management	2	100	-	100
020471202	Introduction to Business Intelligence	2	100	-	100
020471203	Corporate Governance and Ethics	2	100	-	100
020471204	Macroeconomics for Managers	2	60	40	100
020471205	Dissertation	2	100	-	100
	Total	10	460	40	500

Specialization Courses

Marketing

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
020471206	Product Management	2	60	40	100
020471207	Sales Force and Channel Management	2	60	40	100
020471208	Digital Marketing	2	60	40	100
020471209	Marketing Strategy	2	60	40	100
020471210	Retail Management	2	60	40	100

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020471211	Business to Business Marketing	2	60	40	100
020471212	Brand Management	2	60	40	100
	Total	14	420	280	700

Finance

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
020471213	International Finance	2	60	40	100
020471214	Management Accounting	2	60	40	100
020471215	Investment Banking	2	60	40	100
020471216	Mergers and Acquisitions	2	60	40	100
020471217	Security Analysis and Portfolio Management	2	60	40	100
020471218	Derivative Markets	2	60	40	100
020471219	Goods and Service Tax (GST)	2	60	40	100
	Total	14	420	280	700

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Human Resource Management

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
020471220	Talent Management	2	60	40	100
020471221	Learning and Development	2	60	40	100
020471222	Organizational Development and Change	2	60	40	100
020471223	Leadership and Capacity Building	2	60	40	100
020471224	Employment Related Laws	2	60	40	100
020471225	Performance Management System	2	60	40	100
020471226	HR Analytics	2	60	40	100
	Total	14	420	280	700

Operations

Course Code	Course Title	Credits	Internal Marks	External Marks	Total Marks
020471227	Operations Planning and Scheduling	2	60	40	100
020471228	Supply Chain Strategy	2	60	40	100
020471229	International Logistics	2	60	40	100

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020471230	Advanced Operations Management	2	60	40	100
020471231	Service Operations Management	2	60	40	100
020471232	Project Management	2	60	40	100
020471233	Operations Research	2	60	40	100
	Total	14	420	280	700

Internal Marks: The subjects are taught and evaluated by the same respective faculty members. No University exam for those subjects.

Internal Evaluation Components: Assignment, Presentation, Quizzes, Case Study etc.

External Marks: Symbiosis International University will conduct subjective exam for that subject (40%) besides 60% internal marks as stated above.

Credit: 1 credit means 15 hours class room teaching and 50 marks. 2 credits means 30 hours class room teaching and 100 marks.

For more details please contact
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