Human Resource Management (PGDHRM 0615 V-1)
A corporate relevant program that will enable recent graduates to develop work-related skills for an HR role. The thrust of the program is on HR operations, including recruitment, Performance Management, Learning & Development, Compensation and Benefits administration and Statutory Compliance. Young Professionals, currently performing HR functions, seeking to enhance their performance, will benefit greatly from this program.

Course Content
SEMESTER 1
• Principles of Management
• An introduction to Human Resource Management
• Performance Management Process
• Organisation Behaviour / OD / Change Management
• Human Behaviour in Organisation
• Employment Relations & Labour Laws

SEMESTER 2
• Recruitment Process Selection & Retention
• Employee Engagement
• Compensation & Benefits Administration / Wage Calculations / Attendance Monitoring / HR Planning & Audit / HRIS
• Emotional Management (Empathetic Feedback)
• Communication Skills
• Corporate Etiquette
• Presentation Skills
• Interviewing Skills

Modern Marketing (PGDMM 0615 V-1)
A focused, comprehensive program introducing the concepts of modern marketing, advertising, promotions and sales management, to enable fresh graduates to grasp the intricacies of the Marketing Function to perform at the Corporate world. The Program also enables working marketing executives to enhance their understanding of modern marketing strategies through networks, referrals, digital and social media etc.

Course Content
SEMESTER 1
• Principles of Management
• Marketing Management
• Advertising & Sales Promotion
• Analysing Consumer Mkts & Buying Behaviour (B to C)
• Analysing Business Mkts & Advertising Buying Behaviour (B to B)
• Services Marketing

SEMESTER 2
• Selling Process
• Sales Territory & Sales Quota/Sales Forecasting & Sales Budget
• Introduction to Digital Marketing & Social Media Marketing
• Marketing & Distribution Channels
• Marketing Research
• Business Communication / Presentation Skills
• Corporate Etiquette
• Negotiation Skills

Entrepreneurship (PGDE0615 V-1)
Specifically designed for aspiring entrepreneurs, this program takes participants through an in-depth study of the start-up lifecycle, from creation of a business plan to building a viable business, with focus on small business finance, operations, marketing and human resources. The Program schedule incorporates the basics in starting your own business, imparting the Entrepreneurial skills required to nurture and sustain it, with suitable case studies profiling the growth of successful entrepreneurs as a Learning reference.

Course Content
SEMESTER 1 Six months
• Principles of Management
• Managerial Accounting
• Quantitative Techniques
• Macro Economics
• Marketing Management
• HR Management

SEMESTER 2
• Finance Management
• Entrepreneurship Theory & Practise
• Exploring Business Opportunities
• Project Report
• Creativity, Innovation & Entrepreneurship Business Ethics/ Entrepreneurial Values & Ethics
• Entrepreneurship Strategy

PROJECT REPORT
• Workshop on Communication / Presentation Skills
• Workshop on Leadership / Team Building Skills
• Workshop on Goal-setting

Eligibility: For Working Graduates. Duration: 1 year (Weekends)

Please note: The Management reserves the right to alter, modify or change the curriculum from time to time.