

PGDM – Post Graduate Diploma in Management is the most sought after program of AIMA-Centre for Management Education. It is being offered since 1994 and is widely acclaimed for its strong curriculum in the industry and academic circles. It is designed not only to impart the knowledge of core subjects such as Accounting, Economics, Finance and Marketing but also lays special stress on developing skills and competencies through exposure to real business situations in the form of case studies. AIMA leverages its close linkages with the industry to assess emerging needs and factor them on to its programs.

Objectives:

- To prepare Graduates for Management Career through AIMA's unique blend of quality and flexibility.
- To enable working professionals rise in their organizations.
- To facilitate change of career to managerial and business arena.
- The programme is designed to develop conceptual knowledge and behavioral skills in students who continue to work in industry, government or other organizations.

Module - I

GM11 - Management Functions & Organization Behavior

GM04 - Managerial Economics

GM03 - Business Statistics

FM11 - Financial & Management Accounting

IS01 - Introduction to Information Technology

GM12 - Business Communication

Module - II

OM01 - Operations Management

HR01 - Human Resource Management

MM01 - Marketing Management

GM02 - Economic and Social Environment

GM07 - Research Methodology

FM12 - Financial Management

Module - III Specialization Module **

Marketing Management (MM)

Financial Management (FM)

International Business (IB)

Human Resource Management (HRM)

Operations Management (OM)

Information Systems (IS)

Module - IV

GM06 - Business Law & corporate Governance

IB06 - International Business

GM13 - Entrepreneurial Management

GM14 - Strategic Management & Ethics

GM100 - Project Work

Specialization Module

Marketing Management (MM)

MM02 - Sales and Distribution Management

MM03 - Advertising and Brand Management

MM04 - International Marketing Management

MM05 - Marketing of Services

MM07 - Consumer Behaviour

Financial Management (FM)

FM02 - Management Control Systems

FM03 - Security Analysis & Portfolio Management

FM04 - International Finance

FM05 - Corporate Finance

FM06 - Management of Financial Services

International Business (IB)

IB03 - Import Export Documentation

IB02 - Indian Foreign Trade

HR06 - International Human Resource Management

MM04 - International Marketing Management

FM04 - International Finance

Human Resource Management (HR)

HR03 - Performance Management

HR04 - Training and Development

HR08 - Managerial Leadership

HR06 - International Human Resource Management

HR07 - Managing Change through Organizational Development

Operations Management (OM)

OM02 - Technology Management

OM03 - Project Management

OM05 - Supply Chain Management

OM09 - Operations Strategy

OM08 - Quality Management

Information Systems (IS)

IS04 - Computer Networks

IS05 - Fundamentals of E-Commerce

IS06 - Software Engineering

IS07 - Database Management

IS09 - Management of Information Technology