

PML SD BUSINESS SCHOOL, CHANDIGARH
Course Curriculum
PGDM Trimester System [PGDM 2025-27 batch]

Two years full-time PGDM Programme consists of six (6) trimesters having 102 credits [Core Courses 54 Credits + Electives 42 Credits + Summer Internship & Capstone Project 3+3 = 6 Credits, each credit is of 10 hours.] The first three trimesters are having core courses along with electives covering courses for specializations. The students are required to opt for electives at the end of the 2nd Trimester from the available six (6) specializations – Marketing, Finance, Human Resource Management, Entrepreneurship and General Management, Information System and Analytics, Operations and Supply Chain Management. The orientation program will be organised before the start of the PGDM Programme of 10 days duration online / offline covering modules as prescribed by the All India Council for Technical Education (AICTE) and some bridge courses (mathematics, accounting, communication and information technology) designed to address potential knowledge gaps among students with diverse undergraduate backgrounds. The short duration workshops (crash courses) will be a regular feature of this Programme to provide practical insights into use of IT in business, selling techniques, trading insights, digital marketing etc.

Summer Internship

The internship simulates a professional workplace, allowing students to apply classroom knowledge to meaningful project assignments, develop technical and managerial competencies, and enhance interpersonal skills through direct interaction with industry professionals. Each student is required to undertake a summer training project (50 marks, 3 credits) in a company of repute for 6-8 weeks after the third trimester examinations. The guidelines are available in Manual – Summer Internship.

Capstone Project

The Capstone Project (capstone project to emphasize preparation of the student for professional practice), equivalent to 3 credits commences from beginning of the 6th trimester and is to be carried out as per guidelines and submitted as per schedule given in the Academic Calendar. It allows the exploration of a topic in the students' "area" of interest. The guidelines are available in Manual – Capstone Project.

Option 1: Based on Field Research

Option 2: Field based Industry Study

Option 3: Join PMLSD Incubation Center to start their own venture and present a viable business plan after pilot testing the product prototype.

The guidelines are available in Manual – Capstone Project

International Immersion Program

The program aims to provide students an exposure to global best practices through 'International Immersion Program (IIP)'. The IIP is a self-sponsored program to have exposure to international business scenarios. The short-duration program envisages interaction with professionals along with industrial and corporate visits.

Trimester – I	Credits	Trimester – II	Credits
PGDM 101 Micro Economics – I	2	PGDM 201 Micro Economics – II	2
PGDM 102 Business Statistics	3	PGDM 202 Human Resource Management	2
PGDM 103 Financial and Management Accounting	3	PGDM 203 Operations Management	3
PGDM 104 Organizational Behaviour	3	PGDM 204 Corporate Finance	3
PGDM 105 Marketing Management – I	3	PGDM 205 Marketing Management – II	3
PGDM 106 IT for Managers	2	PGDM 206 Entrepreneurship & Innovation	3
PGDM 107 Business Communication Skills – I	2	PGDM 207 Business Communication Skills – II	2
Total	18	Total	18
Trimester – III		Trimester – IV	
PGDM 301 Strategic Management	3	PGDM 401 Summer Internship	3
PGDM 302 Business Ethics, Corporate Governance & CSR	3	PGDM 402 AI for Business	3
		PGDM WC Workshop on Human Rights and Universal Values-I (HRUV)	NC
PGDM 303 Business Research Methods	3	Elective-III	3
PGDM 304 Legal Aspects of Business	3	Elective- IV	3
Elective – I	3	Elective-V	3
Elective – II	3	Elective VI	3
Total	18	Total	18
Trimester – V		Trimester – VI	
PGDM 501 Business Environment	3	PGDM 601 Capstone Project	3
Elective -VII	3	Elective -XII	3
Elective -VIII	3	Elective -XIII	3
Elective -IX	3	Elective -XIV	3
Elective -X	3		
Elective – XI	3		
Total	18	Total	12

Course Structure

List of Electives (Trimester III,IV,V,VI)

Group A: Marketing

- PGDM A01: Advertising and Sales Promotion
- PGDM A02: Consumer Behaviour
- PGDM A03: International Marketing
- PGDM A04: Marketing Research
- PGDM A05: Retail Management
- PGDM A06: Digital Marketing
- PGDM A07: Marketing of Services

PGDM A08: Customer Relationship Management

PGDM A09: Product & Brand Management

PGDM E07: Marketing Analytics

PGDM A10: Sales & Distribution Management

Group B: Finance

PGDM B01: Financial Statement Analysis

PGDM B02: Strategic Cost Management

PGDM B03: Management of Financial Institutions

PGDM B04: Investment Management

PGDM B05: Risk Management

PGDM B06: Corporate Tax Planning

PGDM B07: Financial Econometrics

PGDM B08: Financial Derivatives

PGDM B09: International Financial Management

PGDM B10: Behavioural Finance

PGDM B11: Corporate Analysis and Valuation

PGDM B12: Foundations of Financial Thinking

PGDM E06: Finance Modelling and Analytics

Group C: Human Resource Management

PGDM C01: Employee Relations & Labour Legislation

PGDM C02: International and Cross-Cultural HR

PGDM C03: Performance and Compensation Management

PGDM C04: Managing Change and Organization Development

PGDM C05: Business Negotiations and Conflict Management

PGDM C06: Corporate Leadership

PGDM C07: Learning and Development

PGDM C08: Latest Trends in HR

PGDM C09: Emotional Intelligence and Managerial Effectiveness

PGDM C10: Interpersonal Effectiveness and Team Building

PGDM C11: Talent & Competency Management

PGDM C12: Organizational Structure and Design

PGDM E04: HR Analytics

Group D: Entrepreneurship and General Management

PGDM D01: Ideation & Design thinking for problem solution fit

PGDM D02: Deep Tech startup & policies for Technological Revolutions

PGDM D03: Entrepreneurship Leadership – Essentials, people, team building & management

PGDM D04: Business model fit & Business model innovation

PGDM D05: Incubation, Innovation & Startup Landscape – Opportunities & practices in India & emerging economies

PGDM D06: Entrepreneurship in Family Business

Group E: Information System and Analytics

PGDM E01: Predictive Analytics

PGDM E02: Data Visualisation

PGDM E03: Python Applications in Business

PGDM E04: HR Analytics

PGDM E05: ERP

PGDM E06: Finance Modelling and Analytics
PGDM E07: Marketing Analytics
PGDM E08: Supply Chain Analytics
PGDM E09: Machine Learning and Blockchain
PGDM E10: E-Business
PGDM E11: Business Analytics
PGDM A08: Customer Relationship Management
PGDM A09: Product & Brand Management
PGDM A06: Digital Marketing

Group F: Operations and Supply Chain Management

PGDM F01: Supply Chain Management
PGDM F02: Logistics Management
PGDM F03: Project Management
PGDM F04: Strategic Operations Management
PGDM F05: Optimization Techniques
PGDM F06: Multivariate Data Analysis
PGDM F07: Procurement Manufacturing Planning & Control
PGDM F08: Decision Modelling Using MS-Excel
PGDM E08: Supply Chain Analytics

Note:

- Note: The students will be offered select courses from SWAYAM (MOOCS Platform) equivalent to the credits of subjects available in various elective courses from Tri-IV onwards as per AICTE norms.
- More Specialisation will be added as per industry requirements. The offering of a particular elective will be subject to certain number of opting of students as per B-School norms.