

PML SD BUSINESS SCHOOL, CHANDIGARH
Course Curriculum
PGDM Trimester System [PGDM 2026-28 batch]

Two years full-time PGDM Programme consists of six (6) trimesters having 108 credits [Core Courses 60 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 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.

The Eligibility for earning the PGDM diploma is based on completing the prescribed number of credits. One credit is equivalent to 10 classroom contact hours. All courses are of 1, 2 or 3 credits. One hour of classroom time requires about 2 hours of preparation time. This includes study of textbooks, readings, cases, case discussions in groups, solution of exercises, hands-on- exercises on computer etc. On an average, one should expect around 18 hours of classroom interactions and 36 hours of “preparatory work for classes” every week. In addition, there is time for projects, continuous evaluation, and examinations to account for. There will be maximum 30 sessions of 60 minutes in each 3-credit course, minimum 20 sessions of 60 minutes in each 2-credit course & minimum 10 sessions of 60 minutes in each 1-credit course

The PGDM has a minimum requirement of 108 credits of which 102 credits correspond to coursework, 3 credits correspond to Summer Internship & 3 credits capstone project

after the completion of one year. Students are required to choose their elective papers for second year from the bouquet of electives which will be informed in third trimester.

The electives should be chosen majorly from two-specializations

However, an elective will be floated only if minimum 25 students opt for that particular elective. These credits are normally completed over a 2-year period with the maximum allowed duration for completion being 3 years.

The classes are usually scheduled from 9.00 am onwards.

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 (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 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.

Course Structure

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
PGDM 108 Human Rights and Universal Values-I	1	PGDM 208 Human Rights and Universal Values-II	1
Total	19	Total	19
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 303 Business Research Methods	3	PGDM 305 Human Rights and Universal Values-VI	1
PGDM 304 Legal Aspects of Business	3	Elective-III	3

Trimester – I	Credits	Trimester – II	Credits
PGDM 305 Human Rights and Universal Values-III	1	Elective- IV	3
Elective – I	3	Elective-V	3
Elective – II	3	Elective VI	3
Total	19	Total	19
Trimester – V		Trimester – VI	
PGDM 501 Business Environment	3	PGDM 601 Capstone Project	3
PGDM 502 Human Rights and Universal Values-V	1	PGDM 305 Human Rights and Universal Values-VI	1
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	19	Total	13

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:

- 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.