

Curriculum

Curriculum consists of core courses of 71 credits and elective courses of 48 credits. It is reviewed periodically in consultation with the Academic Advisory Committee comprising experts from the industry and academia.

The core curriculum consists of courses that comprise the common body of knowledge of business management and are compulsory for all students. Elective courses give the students an opportunity to select those courses that meet their professional needs. The students select, in consultation with Faculty Advisor, specialization in any areas or combination of areas that will facilitate their career plan.

CORE COURSES

TERM I

SR. NO.	COURSE	AREA	CREDITS
1	Managerial Statistics	OPERATIONS/IT	3
2	Production & Operations Management -I	OPERATIONS/IT	3
3	Marketing Management -I	MARKETING	3
4	Financial Accounting for Management	FINANCE	3
5	Managerial Economics	FINANCE	3
6	Individual Behavior in Organizations	OB/HR	3
7	Management Communication	GENERAL	2
8	Corporate Social Responsibility Project	GENERAL	4
			24

TERM II

SR. NO.	COURSE	AREA	CREDITS
1	Operations Research	OPERATIONS/IT	2
2	Production & Operations Management -II	OPERATIONS/IT	2.5
3	Marketing - II	MARKETING	3
4	Cost and Management Accounting	FINANCE	2.5
5	Financial Management - I	FINANCE	2.5
6	Macro Economics	FINANCE	3
7	Interpersonal & Group Process	OB/HR	3
8	Human Resource Management	OB/HR	2
9	Management Communication	GENERAL	2
			22.5

TERM III

SR. NO.	COURSE	AREA	CREDITS
1	Management Information Systems	OPERATIONS/IT	3
2	Marketing Strategy Game	MARKETING	2
3	Financial Management - II	FINANCE	2.5
4	Assessing Business Environment	FINANCE	2
5	Organizational Structure and Design	OB/HR	2
6	Research Methods	GENERAL	2.5
7	Ethics and Corporate Governance	GENERAL	2
8	Managing Legal Risks	GENERAL	2.5
			18.5

TERM IV

SL. NO.	COURSE	AREA	CREDITS
1	Strategic Management	GENERAL	3
2	Various Electives		15 - 18

TERM V

SL. NO.	COURSE	AREA	CREDITS
1	Various Electives		15 - 18

TERM VI

SL. NO.	COURSE	AREA	CREDITS
1	Capstone Business Simulation	GENERAL	3
2	Various Electives		15 - 18

Following Electives are offered in different areas:

**A) Finance B) General C) Marketing D) Organizational Behaviour & Human Resources
E) Systems F) Production & Operations**

Electives**FINANCE & ECONOMICS**

- Banking (Operations)
- Computational Finance/Financial Modelling
- Fixed Income Securities
- Investment Banking
- Foreign Exchange
- Project Appraisal & Finance
- Securities Analysis and Portfolio Management

- International Financial Management
- Forecasting
- Derivatives
- Financial Engineering
- Financial Statement Analysis & Business Valuation
- Mergers & Acquisitions
- Market Micro Structure
- Risk Management
- Working Capital Management
- Insurance
- Asset Liability Management
- Banking (Macro Dimensions)
- Behavioral Finance
- Capital Raising Strategies
- Corporate Taxation
- Leasing and Hire Purchase
- Mutual Fund Management
- Technical Analysis
- Venture Capital & Private Equity

OB/HR

- Industrial Relations
- Recruitment and Selection
- Organizational Development
- International HRM
- Retention Management
- Effective Negotiation
- Organizational Diagnosis
- Compensation and Rewards Management
- Managing Training and Development Function
- Strategic Human Resource Management
- Performance Management
- Neuro Linguistic Programming
- Understanding the Self and Others in the Organizational Setting through the MBTI
- Skills in Counseling and Emotional Intelligence
- Managing Change in Organisation

MARKETING

- Consumer Behaviour
- Marketing Execution
- Marketing Research
- Pricing
- Retail Management
- Industrial Sales

- Services Marketing
- Brand Management
- Sales & Distribution
- Integrated Marketing Communication
- New Product Development
- B2B Marketing
- Rural Marketing
- Marketing Engineering
- Digital Marketing
- Customer Relationship Management
- International Marketing
- Managing Customers for Profit
- Workshop – SPIN Selling

SYSTEMS

- Software Engineering Management
- IT Management
- e-Business
- Data Management for Managers
- Decision Support Systems & Expert Systems
- Human Resource Information System
- Banking technologies
- Business Intelligence
- Knowledge Management

PRODUCTION & OPERATION

- Supply Chain Management
- Quality Engineering (6 Sigma)
- Enterprise Resource Planning
- Project Management
- Lean / World Class Mfg
- TPM (Total Productive Maintenance)
- Benchmarking
- Computer Integrated Manufacturing Systems
- Facilities Planning
- Six Sigma certification
- Technology Management and Transfer
- Service Operation Management and Outsourcing

GENERAL MANAGEMENT

- Change Management
- Doing Business In China
- Corporate Environmental Strategy
- Entrepreneurship
- Qualitative Research

- Strategy & Innovation for BOP Market
- Lyrics & Management
- How to do Consultation
- Thought Management
- Leadership SQ - The Vedic Way

Pedagogy

The pedagogy used is a healthy blend of theory and practice. Case studies, role plays, simulations and live projects ensure that skills and attitudes essential for effective managers are developed through the programme.

Extensive use of information technology and ready access to several academic and professional databases facilitates the learning process at GIM. A business simulation game 'Capstone' is run to develop the ability of students to take 'integrated' decisions affecting marketing, finance, operations, human resource, TQM and R&D and to evaluate their team performance on parameters like profit, return on equity, return on sales and asset turnover.

Dissertation

Any student has an option of submitting a Masters Level Dissertation in lieu of a three credit elective course. The student must inform the PGP office of the topic chosen and the faculty who will guide the Dissertation, and follow the schedule indicated in the Academic Calendar.

Comprehensive examination

In order to review the core courses and integrate them, a Comprehensive Examination is conducted at the end of the first year. The student will be awarded a Satisfactory or Unsatisfactory grade, depending on their performance, which will be entered in their grade-sheet.

Summer project

The summer internship program of GIM is an eight to ten week program, which provides an opportunity for the students to apply classroom learning and practice in an industry environment in an integrated manner. The student during his/her internship with the company contributes to the organization's resources by working on a problem area identified by the company. The GIM Alumni Association has instituted a Gold Medal for the best Summer Project.