

**Symbiosis Institute of Management Studies (SIMS) Khadki Campus Pune, a  
constituent of Symbiosis International University (SIU)  
Executive Post Graduate Diploma in Management  
Ex-PGDM 2019-20 - Programme Structure**

**2019-20 Batch Programme Structure**

Executive PGDM is 15 months full-time Management Programme (generally known as Fast Track **MBA**), which is ideal for junior and middle level executives who need a management qualification to boost and advance their career at par with MBAs. The Programme is designed on the lines of a full time MBA, and offers specializations in Marketing, Finance, Operations and Human Resource.

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|--------------------------------|--|
| 1. <b>Objective</b>            | : To provide high quality management education to students through advancement of knowledge in all business related disciplines and development of ethos of corporate professionalism in student managers.   |
| 2. <b>Duration</b>             | : 15 Months  |
| 3. <b>Intake</b>               | : 30 Students  |
| 4. <b>Reservation of Seats</b> | : Open to All  |
| 5. <b>Eligibility</b>          | : Bachelor's Degree from any Statutory/recognized University with minimum of 50% marks and a minimum of five years work experience (after Graduation).   |
| 6. <b>Selection Procedure</b>  | : Personal Interaction   |
| 7. <b>Programme Pattern</b>    | : Semester Pattern - 2 Semesters   |
| 8. <b>Fees</b>                 | : Rs 5,30,000/- for both the semesters + Rs 20,000/- refundable deposit = Rs. 5,50,000/-   |
| 9. <b>Assessment</b>           | : All Internal Courses will have 100% component as internal evaluation at the Institute level. All External Courses will have 60% internal component and 40% component as external [University] examination. |

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10. **Standard of Passing** : The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.
11. **Award of Degree** : “**Executive Post Graduate Diploma in Management**” will be awarded at the end of semester II examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.

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**Semester I**

Student has to opt for any one specialization from **Marketing, Finance, Human Resource Management, and Operations** which will remain constant for both the semesters.

**Compulsory Courses**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
T2216	Business Statistics	2	100	-	100
T2528	Management of Operations	2	60	40	100
T6075	Managerial Economics	2	60	40	100
T1140	Legal Aspects of Business	<b>Letter Grade</b>			
T2573	Organizational Behavior	2	60	40	100
T2114	Essentials of Marketing Management	2	60	40	100
T2225	Research Methodology	2	60	40	100
T2572	Human Resource Management	2	60	40	100
T3152	Advanced Excel	1	50		50
T2003	Financial Accounting	2	60	40	100
T2239	Business Communication	2	100		100
	<b>Total</b>	<b>19</b>	<b>670</b>	<b>280</b>	<b>950</b>

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**Specialization Courses  
Marketing**

<b>Course code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
T2118	Consumer Behavior	2	60	40	100
T2121	Customer Relationship Management	2	60	40	100
T2139	Digital Marketing	2	60	40	100
	<b>Total</b>	<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>

**Finance**

<b>Course code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
T2034	Financial Management	2	60	40	100
T2498	Financial Statement Analysis	2	60	40	100
T2015	Financial Markets & Institution	2	60	40	100
	<b>Total</b>	<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>

**Human Resource Management**

<b>Course code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
T2281	Talent Acquisition	2	60	40	100
T2296	Compensation and	2	60	40	100
T2286	Industrial Relations	2	60	40	100
	<b>Total</b>	<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>

**Operations**

<b>Course code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Internal</b>	<b>External</b>	<b>Total Marks</b>
T2163	Quality Management	2	60	40	100
	Supply Chain Management	2	60	40	100
T2174	Materials Management	2	60	40	100
	<b>Total</b>	<b>6</b>	<b>180</b>	<b>120</b>	<b>300</b>

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**Semester II  
Compulsory Courses**

<b>Course code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Internal</b>	<b>External</b>	<b>Total Marks</b>
T2253	Strategic Management	2	100	-	100
T3167	Introduction to Business Intelligence	2	100	-	100
	Corporate Governance and Ethics	<b>Letter Grade</b>			
T6074	Macroeconomics for Managers	2	60	40	100
T2254	Game Theory for Strategic Thinking	<b>Letter Grade</b>			
T2353	Entrepreneurship	<b>Letter Grade</b>			
	<b>Total</b>	<b>6</b>	<b>260</b>	<b>40</b>	<b>300</b>

**Specialization Courses  
Marketing**

<b>Course code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
T2128	Product Management	2	60	40	100
T2136	Sales Force and Channel Management	2	60	40	100
T2127	Integrated Marketing Communication	2	60	40	100
T2125	Marketing Strategy	2	60	40	100
T2588	Retail Management	2	60	40	100
T2152	Business to Business Marketing	2	60	40	100
T2130	Brand Management	2	60	40	100
	<b>Total</b>	<b>14</b>	<b>420</b>	<b>280</b>	<b>700</b>

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**Finance**

Course code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2073	International Finance	2	60	40	100
T2051	Financial Modeling	2	60	40	100
T2674	Investment Banking	2	60	40	100
T2055	Behavioral Finance	2	60	40	100
T2043	Security Analysis and Portfolio Management	2	60	40	100
T2013	Derivative Markets	2	60	40	100
T1324	Goods and Service Tax (GST)	2	60	40	100
	<b>Total</b>	<b>14</b>	<b>420</b>	<b>280</b>	<b>700</b>

**Human Resource Management**

Course code	Course Title	Credits	Internal Marks	External Marks	Total Marks
T2302	Technology in HR/SAP HR/People Soft	2	60	40	100
T2284	Learning and Development	2	60	40	100
T2578	Organizational Development and Change	2	60	40	100
T2290	Leadership and Capacity Building	2	60	40	100
T2574	Employment Related Laws	2	60	40	100
T2576	Performance Management System	2	60	40	100
T2300	HR Analytics	2	60	40	100
T2577	HRD instruments		<b>Letter Grade</b>		100
	<b>Total</b>	<b>14</b>	<b>420</b>	<b>280</b>	<b>700</b>

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**Operations**

<b>Course code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
T2190	Operations Planning and Scheduling	2	60	40	100
T2181	Supply Chain Strategy	2	60	40	100
T2173	International Logistics	2	60	40	100
T2185	Advanced Operations Management	2	60	40	100
T2187	Service Operations Management	2	60	40	100
T2193	Project Management	2	60	40	100
T2220	Operations Research	2	60	40	100
	<b>Total</b>	<b>14</b>	<b>420</b>	<b>280</b>	<b>700</b>

**SEMESTER III**

<b>Course Code</b>	<b>Subject</b>	<b>Credits</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
T2806	Project	5	250		250

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Semester	Internal Credits	External Credits	Total Credits	Total Marks
<b>Finance</b>				
Semester 1	5	20	25	1250
Semester 2	4	16	20	1000
Semester 3	5		5	250
<b>Total</b>	<b>14</b>	<b>36</b>	<b>50</b>	<b>2500</b>
<b>Human Resource Management</b>				
Semester 1	5	20	25	1250
Semester 2	4	16	20	1000
Semester 3	5		5	250
<b>Total</b>	<b>14</b>	<b>36</b>	<b>50</b>	<b>2500</b>
<b>Marketing</b>				
Semester 1	5	20	25	1250
Semester 2	4	16	20	1000
Semester 3	5		5	250
<b>Total</b>	<b>14</b>	<b>36</b>	<b>50</b>	<b>2500</b>
<b>Operations</b>				
Semester 1	5	20	25	1250
Semester 2	4	16	20	1000
Semester 3	5		5	250
<b>Total</b>	<b>14</b>	<b>36</b>	<b>50</b>	<b>2500</b>



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**Internal Marks:** The subjects are taught and evaluated by the same respective faculty members. No University exam for those subjects.

**Internal Evaluation Components:** Assignment, Presentation, Quizzes, Case Study etc.

**External Marks:** Symbiosis International University will conduct subjective exam for that subject (40%) besides 60% internal marks as stated above.

**Credit:** 1 credit means 15 hours class room teaching and 50 marks. 2 credits means 30 hours class room teaching and 100 marks.