

INTERNATIONAL INSTITUTE OF MANAGEMENT STUDIES			
PGDM-BATCH 2022-24			
1st Semester Subject List with Credit			
Cluster-I			
Sr. No.	Course Code	Course Name	No of Credits
1	301	Organisational Behaviour	3
2	302	Principles & Practices of Management / General Management	2
3	303	Corporate Social Responsibility (CSR)	1
4	304	Principles of Accounting	3
5	305	Principles of Marketing	3
6	306	Managerial Economics	3
7	307	Digital Business Management	3
8	308	Statistics & Quantitative Techniques	2
Total Credits			20
Cluster-II			
9	309	Foreign Language	2
10	310	International Business-I	2
Total Credits			4
Choice Based (Any One)			
11	311(i)	Agri Business	2
	311(ii)	Mass Media	
	311(iii)	Analytics	
	311(iv)	Out Retail	
Total Credits			2
Specialisation Electives			
Marketing Specialisation			
Sr. No.	Course Code	Course Name	No of Credits
12	311 M	Introduction to B2B Sales / Channel Sales	2
13	312 M	Services Marketing	2
Finance Specialisation			
Sr. No.	Course Code	Course Name	No of Credits
12	311 F	Banking and Financial Services	2
13	312 F	Basics of Taxation	2
HR Specialisation			
Sr. No.	Course Code	Course Name	No of Credits
12	311 H	Human Resouce Management	2
13	312 H	Industrial Relation	2
Operation Specialisation			
Sr. No.	Course Code	Course Name	No of Credits
12	311 O	Manufacturing Operations Management	2
13	312 O	Services Operation Management	2
Business Analytics Specialisation			
Sr. No.	Course Code	Course Name	No of Credits
12	311 BA	Introduction to Data Base Management Systems (DBMS)	2
13	312 BA	Introduction to Data Science and Data Analytics	2
Total Credits			4
Sub Total Credits			30
Value Addition			
1	1	Communication Skills	`
2	2	Information Technology Skills	