
Post Graduate Diploma in Business and Marketing Management – 2 Years

Year 1 – Semester I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	26101	1PGBMM1	Management Principles
2	26102	1PGBMM2	Business Economics
3	26103	1PGBMM3	Marketing Fundamentals
4	26104	1PGBMM4	Business Communication

Course Details:

- Basics of management, planning, organizing.
- Economic environment, pricing, demand.
- STP model, product & pricing strategy.
- Communication skills, reports, presentations.

Year 1 – Semester II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	26201	2PGBMM1	Human Resource Management
2	26202	2PGBMM2	Financial Management
3	26203	2PGBMM3	Digital Marketing
4	26204	2PGBMM4	Project – I

Course Details:

- Recruitment, training, performance appraisal.
- Costing, budgeting, capital decisions.

- SEO, SMM, online branding.
- Business case study project.

Year 2 – Semester III

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	26301	3PGBMM1	Strategic Management
2	26302	3PGBMM2	Consumer Behaviour
3	26303	3PGBMM3	Sales & Distribution Management
4	26304	3PGBMM4	Research Methodology

Course Details:

- Strategy models, business policies.
- Buying behaviour, decision-making.
- Sales channel, logistics, distribution.
- Data collection, survey, report writing.

Year 2 – Semester IV

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	26401	4PGBMM1	International Marketing
2	26402	4PGBMM2	Internship / Training
3	26403	4PGBMM3	Major Project
4	26404	4PGBMM4	Viva & Presentation

Course Details:

- Export/import marketing, global entry strategies.
- Internship in business or marketing firm.
- Research project.
- Viva + seminar.

