

DBS Cuttack  
PGDM Programme- 2010- 12  
Subjects for PGDM Programme:

1st Trimester

MPP- Management Principle and Practice

OB- Organization Behaviour

FA- Financial Accounting

ME- Managerial Economics

BC- Business Communication

MC- Managerial Computing

2nd Trimester

BS- Business Statistics

MM-1- Marketing Management-1

MA- Management Accounting

HRM- Human Resources Management

MIS- Management Information System

ME- Macro Economics

3rd Trimester

SM- Strategic Management

OM- Operational Management

RM- Research Methodology

MM-2- Marketing Management-2

IR- Industrial Relations

WCM- Working Capital Management

SIP- Summer Internship Programme

4th Trimester

BECCG- Business Ethics and Corporate Governance

E1

E1

E1

E2

E2

5th Trimester

BL- Business Law

E1

E1

E2

E2

E2

6th Trimester

BEP- Business Environment and Policy

E1

E2

Dissertation

## Electives for Specialisations

### Marketing Specialisation:

1. Consumer Behaviour
2. Advertising Management
3. Services Marketing
4. Retail Management
5. Sales and Distribution management
6. Product and Brand Management
7. Rural Marketing
8. B2B Marketing

### Finance Specialisation

1. Security Analysis and Portfolio Management
2. Financial Services
3. Financial Derivatives
4. International Finance
5. Project Appraisal
6. Commercial Banking
7. Strategic Financial Management
8. Financial Econometric

### Human Resources Specialisation

1. Manpower Planning and Human Resources Information System
2. Human Resources Development
3. Performance and Compensation Management
4. Labour Law
5. Organizational Change and Development
6. Leadership for Corporate Excellence
7. Advanced HRM
8. Strategic Human Resource

## Information Technology: Specialisation

1. Relational Database management System
2. Electronic Commerce
3. Software Engineering
4. Management Support System Enterprise Resource Planning
5. Management Information System
6. IT Security Management
7. Technology for E- Business
8. Enterprise Resource Planning

## Rural Management

1. Micro Finance and SHG Management
2. Strategic Management
3. Rural and Agriculture Marketing
4. Rural Entrepreneurship and Technology
5. Social Enterprise Management and Ethical Issues
6. Communication Media in Rural Development
7. Disaster Management
8. Project Planning & Management (Profit and Non-Profit Sectors)

## Retail Management

1. Buying & Merchandising
2. Store Design, Layout & VM
3. Consumer Buyer Behaviour
4. Retail Technology
5. CRM
6. Franchising in Retail
7. HR in Retail
8. Supply Chain Management