



THIAGARAJAR SCHOOL OF MANAGEMENT (Autonomous)

ESTABLISHED 1962



PGDM 2015-17

Course Structure

PAMBANSWAMY NAGAR, THIRUPURAKUNDRAM , MADUARI,625005

Contact Number: +91-452-2484099/2486900/2485014

Website: www.tsm.ac.in

PGDM Academic Resources

The core curriculum of PGDM focuses on developing fundamental skills and knowledge in the areas of Economics and Environment, Organization and Behaviour, Finance and Accounting, Marketing, Operation Management, Human Resource Management, Information Systems and Quantitative Methods. After successfully completing the first year requirements, the students undertake summer training of up to twelve weeks at the managerial level. Students analyze and support specific managerial problems under the guidance of a faculty member as well as a manager in the host company.

Second year students structure their studies to suit their aptitude and interest. They usually develop one or two major areas of expertise by selecting courses from the 50 to 60 electives that the Institute typically offers. Students willing to explore deeper into a topic that is not covered by the elective courses can do term papers under faculty supervision.

The method of instruction varies. Case studies, lectures, group and individual exercises, class projects, student presentations, simulation games etc., are used in different courses. Many courses bring in industry experts to integrate classroom learning with industry practice.

EVALUATION AND GRADING:

PGDM Programme is of a total of 146-155 credits as under

- 112-121 Credits involving continuous evaluation (60% Marks) followed by written end trimester exam (40% Marks).
- 23.5 Credits (called Internal Credits) involving continuous evaluation (100% Marks).
- Summer Internship and Project (6 Credits), Development Immersion Programme (3 Credits) and Strategic Simulation Workshop (1.5 Credit) are conducted as an internal and continuous evaluation during the course.

- **1.5 Credit (13 sessions of 75 minutes each) is defined as 16 hours 15 minutes of teaching.**
- **2 Credit (20 sessions of 75 minutes each) is defined as 25 hours of teaching.**
- **3 Credit (27 sessions of 75 minutes each) is defined as 33 hours 75 minutes of teaching.**

A student will be allowed to participate in the final placement process provided he does not have any backlog from the 1st year, and a minimum CGPA of 4.5 at the end of the 3rd trimester.

PGDM Program Requirements

In order to qualify for and obtain the PGDM diploma programme a student must have:

1. All PGDM Program courses and other program requirements need to be completed within a **five-year period** from the date of initial enrollment. No extension will be given.
2. The programme must be completed with a minimum of CGPA **of 5.00**. The Student who has less than 5.00 CGPA, may petition Dean for permission to retake improvement exams in courses where he/she has a grade of C+ or less.
3. File a completed **application for graduation** with Dean. The degree plan must be filed and approved before the term in which graduation is anticipated.
4. Remove any **indebtedness** to the Institution.
5. Complete all requirements within **30 days after the official ending date of a term** in order for completion of the program

Evaluation & Grading

	Remark
Photocopy	<ul style="list-style-type: none">• Student can apply for photocopy within 3 days of result publication.• Photocopy will be given to the course faculty.• The student can review the paper in faculty presence.
Supplementary1	1 Grade less
Supplementary II	1 Grade less
Internal Paper Supplementary	1 Grade less
Supplementary Viva-Voce	1 Grade less
Improvement exam	If your CGPA is below 5, you will be allowed to take improvement exam during 4 th , 5 th and 6 th trimesters.

EVALUATION

There will be continuous assessment of a student's performance throughout the trimester and grades will be awarded by the faculty concerned or by the appropriate committees appointed for the purpose on the basis on following:

Faculty Assessment

Evaluation parameter	Marks
Classroom interaction	
Quiz	
Assignment	
Term paper / project	
Mid term	
Total internal*	60
End term (Exam for 100 marks)	40
Total Marks	100

*Internal mark evaluation parameters are at the discretion of the respective faculty.

- The final grades for a subject must be submitted to the Dean, PGDM by the faculty concerned within five weeks from the date of the trimester Examination for that subject
- All subjects will not follow the same cut off for grading (since it is a relative grading).
- The top and the bottom range of the grade is assigned at the discretion of the respective faculty.
- The faculty committee recommends the grading and the director approves.
- A detailed scheme of evaluation will be prepared along with marks distribution and the same will be displayed on the notice board immediately within one week of the completion of the trimester evaluation.
- Viva-Voce boards will be constituted by the Dean, PGDM for conducting the comprehensive viva-voce.

GRADING SYSTEM AND SCALE

Scholastic standing is determined by the grade point system. A trimester grade point average is calculated by dividing the grade points earned by the number of credits attempted that trimester. The cumulative average is the total number of grade points earned divided by the total number of credits attempted.

The grading scale is as follows

Grade	Grade Points	Description
A+	10	Excellent
A	9	Very Good
A-	8	Good
B+	7	Above Average
B	6	Average
B-	5	Below Average
C+	4	Pass
C	3	Marginal Pass
F	0	Fail
I	0	Incomplete

$$\text{GPA} = \frac{\text{Total (CreditPoint} \times \text{Grade Points received per course)}}{\text{Total Credit Points in the Trimester}}$$

$$\text{CGPA} = \frac{\text{Total (Credit Points} \times \text{Grade Points received per course)}}{\text{Total Credit Points taken during all trimesters}}$$

Example:

Course Name	Credits	Grade	Point
Organizational Behavior and Management-I	3.0	A	9
Micro Economics for Managers	3.0	A+	10
Business Statistics-I	3.0	A-	8
Financial Accounting and Reporting	3.0	B+	7
Marketing Management-I	3.0	B+	7
Workshop on Reading and Thinking Skills	3.0	A	9
Communication Skills-I	3.0	A	9
Management and Productivity Tools	3.0	C+	4
Comprehensive Viva-Voce	2.0	B+	7
Qualifying Mathematics	NC	PASS	-
Total	26		

$$\text{GPA} = \frac{\text{Total (CreditPoint} \times \text{Grade Points received per course)}}{\text{Total Credit Points in the Trimester}}$$

$$\text{GPA} = [(9 \times 3) + (10 \times 3) + (8 \times 3) + (7 \times 3) + (7 \times 3) + (9 \times 3) + (9 \times 3) + (4 \times 3) + (7 \times 2)] / 26 = 7.81$$

Incomplete Grade

Incomplete grades are given at the discretion of the Professor. You may receive a grade of incomplete ("I") if you were unable to take or complete the final examination, or complete some limited amount of work due to illness or other unusual and substantiated cause beyond your control.

An incomplete grade must be removed no later than the end of the regular trimester following the term in which the incomplete was received

Grade Appeal Process

All appeals for a final grade change must be initiated in writing to the Dean during the trimester. The grading committee members will serve as the hearing body.

Withdrawal from a Course

Prior to the start of class withdrawal from a course can be done directly through the same system used for registration. After that time, withdrawal can be done only by contacting the Director.

PROGRAMME STRUCTURE

Course Code	Title of the Paper	Sessions	Credits	Marks allotted		
				CA	FE	Total
TRIMESTER 1						
15PT11	Organizational Behaviour and Management-I	27	3.0	60	40	100
15PT12	Micro Economics for Managers	27	3.0	60	40	100
15PT13	Business Statistics-I	27	3.0	60	40	100
15PT14	Financial Accounting and Reporting	27	3.0	60	40	100
15PT15	Marketing Management-I	27	3.0	60	40	100
15PT16	Business Communication-I	27	3.0	100	-	100
15PT17	Management and Productivity Tools	20	2.0	100	-	100
15PA11	Seminar on Cotemporary Business Issues	13	1.5	100	-	100
15PA12	Foundation Mathematics	13	1.5	100	-	100
Total		208	23.0			
TRIMESTER 2						
15PT21	Organizational Behaviour & Management - II	27	3.0	60	40	100
15PT22	Macro Economics for Managers	27	3.0	60	40	100
15PT23	Business Statistics – II	27	3.0	60	40	100
15PT24	Marketing Management – II	27	3.0	60	40	100
15PT25	Managerial Cost accounting	27	3.0	60	40	100
15PT26	Operations Management	27	3.0	60	40	100
15PT27	Business Communication-II	27	3.0	60	40	100
15PT28	Corporate Finance-I	20	2.0	60	40	100
15PT29	Rural Immersion Programme	7-8 days	3.0	100	-	100
14PA21	Seminar on Cotemporary Business Issues	13	1.5	100	-	100
14PV21	Comprehensive Viva Voce	-	3.0	100	-	100
Total		222	30.5			

Course Code	Title of the Paper	Sessions	Credits	Marks allotted		
				CA	FE	Total
TRIMESTER 3						
15PT31	Corporate Finance-II	20	2.0	60	40	100
15PT32	Strategic Management	34	4.0	60	40	100
15PT33	India and International Economic Environment	27	3.0	60	40	100
15PT34	Management Science & Applications	27	3.0	60	40	100
15PT35	Management Information Systems	27	3.0	60	40	100
15PT36	Human Resource Management	27	3.0	60	40	100
15PT37	Legal Aspects of Business	27	3.0	60	40	100
15PT38	Business Research Methodology	20	2.0	60	40	100
15PT39	Business Ethics and Corporate Governance	20	2.0	100	-	100
15PA31	Seminar on Cotemporary Business Issues	13	1.5	100	-	100
15PV31	Comprehensive Viva Voce	-	3.0	100	-	100
Total			242	29.5		
TRIMESTER 4						
15PT41	Enterprise Resource Management	27	3.0	60	40	100
	Electives (6-7 courses)	27 (for each)	18-21	60 (Each)	40 (Each)	100 (Each)
15PT42	Strategy Simulation Workshop		1.5			
15PA41	Seminar on Cotemporary Business Issues	13	1.5	100	-	100
15PI41	Summer Internship	12 weeks	6.0	100	-	100
Total			30-33			
TRIMESTER 5						
	Electives (6-7 courses)	27 (for each)	18-21			
15PV51	Comprehensive Viva Voce	-	3.0			
Total			21-24			
TRIMESTER 6						
	Electives (4-5 courses)	27 (for each)	12-15			
Total			12-15			
Total			146-155			

Elective courses

Trimester IV	Trimester V	Trimester VI
Finance		
Security Analysis and Portfolio Management (compulsory)	Strategic Financial Management (compulsory)	Financial Modeling Through Spreadsheets
Fixed Income Securities: Analysis and Valuation	International Financial Management	Advanced Financial Analysis (compulsory)
Mergers, Acquisitions and Restructuring	Options, Futures and Swaps	Financial Risk Management
Management of Banking and Financial Institutions	Insurance Risk Management	
	Alternative Investment Management	
Finance/BA		
		Financial Analytic And Metrics
HR		
Emotional Intelligence	Strategic Human Resource Management	Organizational Change And Development (compulsory)
Performance Management And Competency Mapping	Managerial Counseling	International Human Resource Management
Learning And Development (compulsory)	Labor Legislation And Administration (compulsory)	HRM In Practice
Organizational Psychology	Interpersonal Effectiveness	
HR / BA		
	HR Analytics and Metrics	
Marketing		
Sales and Distribution Management (compulsory)	Services Marketing (compulsory)	Rural Marketing
Marketing of Financial Products	Retail Management	B2B Marketing
Marketing Research	Product and Brand Management	International Marketing
Digital and Social Media Marketing	Digital Marketing	Seminar in Contemporary Marketing
Customer Relationship Management	Consumer Behaviour (compulsory)	Pricing Management
		Integrated Marketing Communications
Marketing/BA		
	Marketing Analytics	
Operations		
Logistics & Supply Chain Management (compulsory)	Manufacturing & Materials Management (compulsory)	Quality Management
Project Management	Services Operations Management	
Operations/BA		
		Supply Chain Analytics & Metrics
Systems		
	Software Project Management	Information Security Management
	E-commerce	Data Visualization for Decision Making
Systems/BA		
Data Mining		
Business Analytics		
Business Decision Models (compulsory)		Econometrics
Advanced Quantitative Methods in Management		