



# THIAGARAJAR SCHOOL OF MANAGEMENT

(Accredited by NAAC with 'A' Grade)



## Course Structure POSTGRADUATE DIPLOMA IN MANAGEMENT

Two-Year AICTE Approved and NBA accredited Full-Time Residential Programme

**Pamban Swamy Nagar, Thirupparankundram**

**Madurai – 625005**

**(Autonomous college affiliated to Madurai Kamaraj University)**



### **OUR VISION**

*A leading academic institution of choice amongst management students and faculty and employers alike, respected for grooming ethical managerial and entrepreneurial leadership through high quality teaching, training and research.*

### **OUR MISSION**

- *To promote wide application of professional management principles, practices and attitudes in the management of economic and social institutions, primarily through teaching, training, research and consultancy.*
- *To groom young men and women into technically proficient, managerially competent, and socially purposeful professionals deeply committed to upholding and practising highest standards of probity.*
- *To help transform entrepreneurial ideas into scalable and sustainable economic and social institutions.*
- *To promote responsible leadership by seamlessly weaving ethical values, social dimensions and long-term sustainability into all aspects of our activities and academic programmes.*

### **OUR MOTTO**

***Learn to Learn***

**TSM's Programme Educational Objectives (PEOs) are as given below:**

- 1. To develop industry ready graduates*
- 2. To prepare TSM graduates for effective leadership*
- 3. To inculcate the habit to think and act ethically*
- 4. To cultivate in TSM graduates application-oriented learning along with integrated, multi/cross-functional perspective.*
- 5. To impart a strong sense of inclusiveness and sustainability in TSM' graduate's work ethic.*



### **Program Outcomes:**

- 1. Apply knowledge of management theories and practices to solve business problems*
- 2. Foster Analytical and critical thinking abilities for data-based decision making*
- 3. Ability to develop value-based leadership ability*
- 4. Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.*
- 5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.*

### **Introduction to PGDM Programme**

TSM offers a 2-year PGDM programme and a 2 year MBA programme preparing young men and women for rewarding career in any walk of economic or social activity that calls for application of management and/or information technology tools and inputs. TSM seeks to develop young men and women into technically proficient, managerially competent, ethically sensitive and socially responsible professionals.

### **Regulations for PGDM Programme**

TSM-PGDM Program is divided into 6 trimesters over 2 years, with a summer internship at the end of first year. TSM seeks to constantly review the design, content and delivery of various courses for their continued relevance and need for updating in the context of changing business environment and management practices. As noted, there is a growing emphasis on project work and case studies as part of the regular courses at the School. While working on projects sponsored by organizations, students get the opportunity to interact with practicing managers and gain insights into real-world problems.

### **Conditions for Admission**

Candidates for admission to the programme leading to the Post Graduate Diploma in Management (PGDM) during the 2019-20 session should have passed any Degree examination or any other examination of any recognized University or authority for the time being accepted by Madurai Kamaraj University (MKU) as equivalent thereto and subject to amendments as may be made by the MKU from time to time.

### **Duration of The Programme**

- (i)** Minimum duration: The program leading to the Degree of Post Graduate Diploma in Management (PGDM) will extend over a period of 2 years comprising of 6 trimesters with 3 trimesters per academic year.
- (ii)** Maximum duration: The candidate shall complete all the passing requirements of the PGDM program within a maximum period of 4 years (12 trimesters), the period being reckoned from the commencement of the trimester to which the candidate was first admitted.



## **TSM PGDM Programme**

TSM PGDM programme is a general management programme, with opportunities for functional specialisation. TSM has set a quality policy that emphasizes on developing young management graduates who, besides meeting the immediate needs and expectations of the Industry, would also evolve into empowered individuals with an urge for constant and continuous learning and bias for action. The Programme is spread over 6 trimesters equally spread over the 2 years, with each trimester of approximately 12 weeks duration.

### **PGDM Programme: I Year**

The first year seeks to build the foundation through a rigorous set of core courses on all major functions such as Marketing, Finance, Operations and Human Resources Management and disciplines such as Economics and Organizational Behaviour. A broad perspective of the industrial environment is presented, and a sound foundation is laid for advanced and more specialized learning in the second year. The scheduling of various courses through the 3 trimesters is done balancing academic logic and the learning difficulties from the student perspective.

At the end of the first year, students are required to undergo internship of 6-8 weeks duration in an organization working on a project relating to any functional area. The objective is to help students gain insights into the actual working of an organization, its structure, systems and processes and apply some of the tools and techniques learned in solving real world problems in an organizational setting.

### **PGDM Programme: II Year**

TSM endeavours to offer a bouquet of electives currently permitting specialization in the areas of Finance, Marketing, Operations, Analytics and Human Resources Management. The elective courses focus on applications of tools and techniques in a variety of managerial situations and seek to offer sharper insights and broader perspectives in the areas of specialization.

## **Structure of Programme**

The overall structure of the PGDM Programme is:

- Orientation Programme (prior to the beginning of Trimester 1)
- Trimesters 1 to 6
- Summer internship project
- Rural Development Immersion Programme

**COURSE STRUCTURE AND SCHEME OF ASSESSMENT PGDM (2019-21) BATCH**

(Minimum Total Credits Requirement for Completion: 110-113)

**TRIMESTER 1**

S. No.	Code	Course
1	19PT11	Organizational Behaviour-I
2	19PT12	Managerial Economics
3	19PT13	Data Analysis for Management-I
4	19PT14	Financial Accounting and Reporting
5	19PT15	Marketing Management-I
6	19PT16	Managerial Communication-I

**TRIMESTER 2**

S. No.	Code	Course
1	19PT21	Organizational Behaviour-II
2	19PT22	Economic Policies for Managers
3	19PT23	Data Analysis for Management -II
4	19PT24	Marketing Management-II
5	19PT25	Managerial Cost Accounting
6	19PT26	Operations Management
7	19PT27	Corporate Finance-I
8	19PT28	Managerial Communication-II
9	19PT29	Business, Government and Society

**TRIMESTER 3**

S. No.	Code	Course
1	19PT31	Corporate Finance-II
2	19PT32	Strategic Management
3	19PT33	Human Resource Management
4	19PT34	Decision Making with Optimization Techniques
5	19PT35	Business Research Methodology
6	19PT36	Ethics and Governance
7	19PV31	Comprehensive Viva-Voce
8	19PI31	Rural and Development Immersion Programme



**TRIMESTER 4**

<b>S. No.</b>	<b>Code</b>	<b>Course</b>
1	-	Electives
2	19PI41	Summer Internship
3	19PT41	Legal Aspects of Business
4	19PT42	Simulation Games

**TRIMESTER 5**

<b>S. No.</b>	<b>Code</b>	<b>Course</b>
1	-	Electives
2	19PV61	Comprehensive Viva-Voce

**TRIMESTER 6**

<b>S. No.</b>	<b>Code</b>	<b>Course</b>
1	-	Electives

**PGDM (2019-21) Batch****INDICATIVE LIST OF ELECTIVES**

<b>IV Trimester</b>	<b>V Trimester</b>	<b>VI Trimester</b>
<b>OPERATIONS AREA</b>		
Manufacturing and Materials Management	Supply Chain Management	Total Quality Management
Project Management	Fundamentals of Operations Analytics	Service Operations Management
	International Logistics Management	
<b>SYSTEMS AREA</b>		
Data Analytics Using R **	E-Commerce	Big Data Analytics
	Data Visualization for Decision Making	Internet of things and Machine Learning
		IT enabled Services
<b>FINANCE AREA</b>		
Security Analysis and Portfolio Management	Corporate Funding & Financing Decisions	Corporate Taxation
Management of Banking and Financial Institutions	Strategic Financial Management	The New Age Banking-Bank Management Strategies for the 21st Century (NAB)
Advanced Financial Analysis	Financial Derivatives	
Financial Modelling Through Spreadsheet	Strategic Cost Management	
<b>MARKETING AREA</b>		
Sales and Distribution Management	Services Marketing	B2B Marketing
Consumer Behavior	Marketing of Financial Services	Global Competitive Marketing Strategy
Digital and Social Media Marketing	Marketing Analytics	Business at the Bottom of the Pyramid
Strategic Brand Management		Technology Empowered Marketing
<b>HUMAN RESOURCE AREA</b>		
Learning and Development	Strategic Human Resource Management	Positive Psychological Capital
Emotional Intelligence and Leadership	Managing People and Performance in Organizations	Interpersonal Effectiveness
Labor Legislation and Administration	Talent Management	Managerial Counseling
	Psychology at Work	HR Analytics**



<b>ECONOMICS AREA</b>		
	Econometrics for Managers	Game Theory in a Strategic Business Environment
<b>BUSINESS ANALYTICS AREA</b>		
Data Analytics Using R**	Marketing Analytics **	Big Data Analytics**
	Fundamentals of Operations Analytics	HR Analytics**
		Financial Modelling Through Spreadsheet **
<b>GENERAL MANAGEMENT AREA</b>		
Enterprises Resource Management	Entrepreneurship Development	Game Theory in a Strategic Business Environment**

\*\*Courses common in more than one area.