

POST GRADUATE DIPLOMA

Advance Post Graduate Diploma in Business Administration

With the growing complexity of all commercial activity and the entry of multinationals, the need for systematic and efficient management practices has created a huge demand for competent personnel in all areas of business and commerce. Like the organized sector of Aviation, Hospitality, Insurance & Banking, the traditionally non-organized sectors like agriculture and handicrafts are realizing the need for professional management. This has opened up limitless opportunities in diverse spheres for students of the country. Post graduate diploma has become a degree of choice for the talented Indian student. This change can be attributed to the Indian Government's liberalization of the economic policy and encouragement given to the multinational companies to invest in India. There is a good scope for professionally trained personnel to occupy positions of prestige and responsibility, with attractive remuneration.

Eligibility : Graduate / Post Graduate from any discipline of final year result awaiting students from degree or post graduate or any statutory examination body or University or Autonomous Institute or Institute of Higher Learning

Subjects

1st Year

Principles & Practices of Management
Accounting for Managers
Human Resource Management
Marketing Management
Computer Application
Financial Management
Economics for Managers
Quantitative Techniques
Business Laws
Production & Operation Management

For First Year (UPF + SCF) Rs. 15,000/-
UPF Rs. 9,000/- SCF Rs. 6,000/-

2nd Year

Any one Group from the following Gr.

3rd Year

Project Work

For Third Year (UPF + SCF) Rs. 5,000/-
UPF Rs. 3,000/- SCF Rs. 2,000/-

Note

All Subjects are of 8 credit point except Project Work, which is 16 credit point. 1 credit point is equals to 12.5 marks and of 17.5 hrs. of study which include 3 hrs. of counseling session at the study centre and rest is for self study, preparing assignments, study of reference material etc.

Course Structure of Specialization Groups

Gr. I Marketing

2nd Year

Strategic Management
International Business
Business Ethics & Corporate Governance
Management Control Systems
Marketing Research
Advertising & Sales Promotion
Consumer Behavior
Service Marketing
Brand Management
Sales & Distribution Management

For Second Year Total (UPF + SCF) Rs. 15,000/-

Gr. II Finance

2nd Year

Strategic Management
International Business
Business Ethics & Corporate Governance
Management Control Systems
Taxation Direct & Indirect
Corporate Law
Corporate Finance
Security Analysis & Portfolio Management
Strategic Cost Management
Indian Financial System

UPF Rs. 9,000/- SCF Rs. 6,000/-

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Gr. III Human Resource Management

2nd Year

Strategic Management
International Business
Business Ethics & Corporate Governance
Management Control Systems
Labor Laws for managers
Organizational Change & Development
Human Resource Planning
Managing Performance
Human Resource Development
Management of Training & Development

For Second Year Total (UPF + SCF) Rs. 15,000/-
UPF Rs. 9,000/- SCF Rs. 6,000/-

Gr. IV Insurance & Banking

2nd Year

Principles & Practices of Insurance
Principles & Practices of Banking
Insurance Product
Insurance Management
Management Information System
Merchant Banking & Financial Services
Strategic Credit Management
Legal Aspects of Banking
Treasury & Risk Management
Organisational Behaviour

For Second Year Total (UPF + SCF) Rs. 20,000/-
UPF Rs. 12,000/- SCF Rs. 8,000/-

Gr. V Foreign Trade Management

2nd Year

International Economics
International Logistics
Foreign Exchange Management
Import Export Management
Foreign Language
(French/German/Chinese)
International Marketing
Customs & Excise Procedures & laws
International Marketing
Commercial Geography
India's Foreign Trade Policy

For Second Year Total (UPF + SCF) Rs. 15,000/- UPF Rs. 9,000/- SCF Rs. 6,000/-

Gr. VI International Business

2nd Year

Strategic Management
Management Control Systems
Supply Chain Management
International Trade
International Marketing
International Business Laws
W.T.O.
Foreign Trade Policy of India
E-Commerce
Global Competitiveness & Strategic Alliance

Gr.VII Airport Management

2nd Year

Airport Planning & Business Mkt.
Airport Transportation Eco.& Fin.
Introduction to CAR
Airport Security
Crisis Mgt.
Aviation Law
Airport Ground Operation Safety Audit
Foreign Language - French
Airport Design & Operation
Cargo Mgt.

Gr.VIII Airline Management

2nd Year

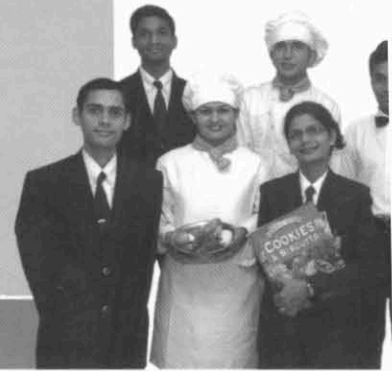
Flight Operations Mgt.
Cargo Management
Introduction to CAR
Airline Security
Airline Operation
Aviation Law & Insurance
Foreign Language - French
Airline Finance
Airline Hospitality & Flight
Catering
Airline Mgt.

For Second Year Total (UPF + SCF) Rs. 20,000/- UPF Rs. 12,000/- SCF Rs. 8,000/-

Gr. I Hospitality Management

2nd Year

Front Office Management
Food & Beverage Management
Food Production Management
Accommodation & Leisure Management
Principles & Practices of Tourism Management
Hospitality Financial Services
Corporate Communication
Hospitality Marketing
Project Management for Hotels
French / German



For Second Year Total (UPF + SCF) Rs. 30,000/-
UPF Rs. 18,000/- SCF Rs. 12,000/-



Gr. - Retail Management 2nd Year

Introduction to Retail
Retail Information System & CRM
Warehousing & Supply chain Management
Retail Management
Mall Management
Retail HRM
Retail Communication
Store Design & Visual Merchandising
Retail Statutory Obligations
Retail Advertisements & Sales Promotion

For Second Year Total (UPF + SCF) Rs. 20,000/-
UPF Rs. 12,000/- SCF Rs. 8,000/-

Gr. - Information Systems 2nd Year

Software Engineering
Programming in C & C ++
Management Information System
Operation System & System Software
Database Management
Net Working & Communication
I.T. Laws
Data warehousing & Data Mining
I.T. Security
Enterprise Resource Planning

For Second Year Total (UPF + SCF) Rs. 20,000/-
UPF Rs. 12,000/- SCF Rs. 8,000/-



Gr. - Aviation

2nd Year

Flight Operation Management
Cargo Management
Introduction to CAR
Aviation Security
Aviation Hazards Management
Aviation Law & Insurance
Foreign Language - French
Aviation resource Management
Aviation Physiology
Modern Trends in Aviation

For Second Year Total (UPF + SCF) Rs. 20,000/-
UPF Rs. 12,000/- SCF Rs. 8,000/-