



SNB COLLEGE OF PHARMACY AND MANAGEMENT

SYLLABUS

Course: PGDM All Specialisations

CORE SUBJECTS

CODE	SUBJECT	CREDIT
SEM I		
PPM204	Principles and Practices of Management	4
OB304	Organizational Behaviour	5
HRM404	Human Resource Management	4
BCOM504	Business Communication	4
MA604	Management Accounting	5
MEC704	Managerial Economics	5
SEM II		
IT222	Introduction to Information Technology	4
MM223	Marketing Management	4
OPR224	Operation Research	5
POM225	Production & Operation Management	5
FMA226	Financial Management	4
BST227	Business Statistics	5

CODE	SUBJECT	CREDIT
RM301	Research Methodology	4
BUL402	Business Law	4

ELECTIVES

CODE	SUBJECT	CREDIT
PIV502	Project/Summer Internship/Viva	4
SC602	MOOC/Skill Certification/Value Added Course	4
TDCM6001	Training, Development & Compensation Management	5
SAM6002	Sales & Advertisement Marketing	5
BL&R3004	Banking Law & Regulation	4
SAPM3001	Security Analysis & Portfolio Management	5
SVM6005	Service Marketing	5
RCM6006	Risk & Quality Control Management	5
BCG6007	Business Ethics, Corporate Governance & CSR	4
PML6008	Performance Management & Labour Laws	5
BH4001	Basic Concept of Health	5
HSS4002	Hospital Support Services	5
HOM4003	Hospital Operation Management	4

HEMT4004	Healthcare Laws, Ethics & Medical Terminology	5
DIM4005	Drug & Inventory Management	5
HIS4006	Hospital Information System	5
PHS4007	Public Health System	4
PCM4008	Patient Care Management	5
SCM5001	Supply Chain Management	5
PDC5002	Product Design, Development & Communication	5
CFIN5003	Corporate Finance	4
EDEV5004	Entrepreneurship Development	5
PM5005	Project Management	5
RIM5006	Rural & Industrial Marketing	5
DTH5007	Design Thinking	4
BA5008	Business Analytics	5
SAPM3001	Security Analysis & Portfolio Management	5
TAX3002	Taxation	5

INTF3003	International Finance	4
BL&R3004	Banking Law and Regulation	5
MACR3005	Merger, Acquisition & Corporate Restructuring	5
FMF3006	Financial Modelling & Forecasting	5
IB3007	Investment Banking	4
FMRM3008	Financial Market and Risk Management	5
MPP2001	Manpower Planning	5
T&D 2002	Training & Development	5
OCOD2003	Organisational Change & Organisational Development	4
CM2004	Compensation Management	5
PACM2005	Performance Appraisal & Conflict Management	5
LDTM2006	Leadership Development & Talent Management	5
IR2007	Industrial Relation	4
HRAC2008	HR Analytics & HR Compliance	5

@Connect with academic coordinator/faculty for in-detailed syllabus