

# **Curriculum Structure**

**PGDM  
(Service Management)  
Batch 2020-22**

# POST GRADUATE DIPLOMA IN MANAGEMENT – SERVICE MANAGEMENT

## PGDM (SM)

Jaipuria Institute of Management Noida's Post Graduate Diploma in Management (Service Management) is an AICTE approved, AIU equivalent and NBA accredited two-year full time programme. The program is recognized by AIU as equivalent to MBA and is designed to develop world class management professionals to be absorbed in the growing service industry with a strong value system. The programme aims at grooming service-minded professionals for managing the vast and the fastest-growing services sector. This sector today offers the largest number of jobs and entrepreneurial opportunities both in the new-age economy as well as in the proven sectors such as banking, finance, insurance, real estate, ITES, health care, media & communication, entertainment, retail, consultancy & research, etc. In addition to the core subjects taught in the first year of PGDM (Service Management), the PGDM (SM) program offers a rich basket of elective courses that cater to the requirements of the ever growing service industry.

The Programme offers specialized courses under the basket of Program Specialization courses like: service management, managing service operations, managing people in service firms, technology management for services, service etiquettes etc. which expose students to the context of service industry. These courses enable them to understand the nitty gritty of services business which would help them to evolve into successful professionals in the service sector.

PGDM (SM) offers a unique opportunity to students to opt for sectoral electives. The students get three broad options of sectors: Consultancy, Banking & Financial Services and Retail. Students may choose specific courses under each of these sectors. For example, under the Consultancy sector, students may opt for courses like Corporate Valuation, Corporate Restructuring, Equity Research, Strategic Marketing Research, Knowledge Management, Business Analytics, etc.

To meet the industry requirements of cross-functional expertise, other than Programme specialization courses related to service industry; PGDM (Service Management) programme offers five broad tracks of functional specializations: Marketing Management, Finance, Operations Management, Human Resource Management, Business Analytics and Decision Sciences. Well perfected over a period of time, the industry oriented syllabus and curriculum are constantly updated to remain contemporary as well as futuristic in orientation. We are, thus, able to groom managers to be ready to meet the ever changing demands of the service industry. PGDM (SM) typically delves into the study of leadership, customer service, team building and taking social responsibility so that a student develops the necessary skills to provide quality service in a variety of businesses.

## **Programme Structure**

PGDM (SM) is a professional management course spread across two academic years. An academic year is divided into three academic terms. The Program comprises of 25 core courses and 15 elective courses. Out of these 15 elective courses, 2 elective courses will be offered in the first year. 13 electives will be offered in second year of the program. Students can earn dual specialization by opting for elective courses from Programme related Specialization courses and in other functional areas of management.

The Programme related Specializations also includes Sectoral Specializations from 3 sectors: Banking and Financial Services, Retail and Consultancy. The bouquet of electives related to Program Related Specialization comprise of electives like services marketing, technology management related to services, managing people in services firms. In the programme, three sectoral specializations are offered, out of which any one sectoral specialization is mandatory for students.

In total, students can opt for 7 courses from this complete bouquet comprising of Programme and Sectoral specialization in a span of two years. Out of 7 courses, 4 would be chosen from Programme Specialization courses and 3 would be chosen from Sectoral Specialization courses in the second year. Functional Specialization (also known as Area Specialization) offers electives from functional areas like Marketing, Finance, Human Resource, etc. In the second year of the program, 5 electives may be chosen from any one functional area besides 2 open electives. Each specialization offers innovative courses for emerging careers. Jaipuria follows a continuous system of assessment and evaluation for measuring students' learning outcomes. Each course therefore assesses student learning through different pedagogical interventions on continuous basis.

The curriculum ensures that in the first year, core courses are covered to strengthen basic functional management knowledge for holistic perspective of general management. After completion of three trimesters, students undergo summer internship to gain first-hand experience of working in the real business world and for application of classroom learning. The third trimester of first year provides opportunity to students to choose courses in the area of specialization of their interest. The three trimesters in the second year ensures in-depth conceptual understanding and practical application.

## **Pedagogy**

The learning pedagogy has been widely acclaimed and has made Jaipuria Noida students stand out. It equips them to deliver high performance across businesses and geographies. Time-tested and carefully chosen pedagogical tools like classroom discussions, case studies, quizzes, assignments, roles play, business simulation games, lab exercises and real-time data collection

using databases, live projects, field visits, expert interviews and industry visits help students in understanding and analysing the business model, market, industry, economy, etc. Such regular interventions allow the students to understand, learn, grow and evolve into industry-ready professionals.

### **Number of Credits in PGDM (SM) Programme**

The PGDM (SM) program has a total 103.5 credits, of which 52.5 credits correspond to core courses, 45 credits correspond to elective courses and 6 credits are for Summer Internship Project. 39 credits would be allocated to second year elective courses and 6 credits are allotted to third-term electives in the first year. Students need to select a total of 15 elective courses and the proposed combination is

A. Programme Specialization Electives	: 4
B. Sectoral Specialization Electives	: 3
C. Area Electives	: 6
D. Open Electives	: 2

## **Intended Outcomes**

### **Programme Educational Outcomes**

**PEO1:** Attain managerial positions in their organizations.

**PEO2:** Provide innovative and sustainable solutions to complex problems.

**PEO3:** Demonstrate emotional intelligence in socially and culturally diverse teams and settings.

**PEO4:** Engage in life-long learning to stay relevant in a dynamic business environment.

**PEO5:** Display entrepreneurial mind set

**PEO6:** Effectively leverage technologies

**PEO7:** Demonstrate ethical behaviour

### **Programme Goals**

**PG1: Professional Proficiency:** Proficient in current business theory and practice, effective communication, use of key technological tools and resources and breadth and depth of knowledge in key business disciplines.

**PG2: Teamwork:** Adept at working in teams with people from diverse backgrounds.

**PG3: Social Responsibility:** Knowledge of moral and practical obligations and the commitment to sustainable practices of market participants to contribute in positive ways to society.

**PG4: Creativity:** Address organizational issues using innovative, imaginative and unorthodox approaches.

**Programme Level Outcomes – PGDM (SM)**

The graduates of the programme will be able to:

**PLO1:** Communicate effectively

**PLO2:** Demonstrate the Ability to Work in Teams to Achieve Desired Goals

**PLO3:** Reflect on business situations and apply relevant conceptual frameworks in service management context

**PLO4:** Evaluate different ethical perspectives

**PLO5:** Discuss the centrality of customer experience in services management

**PLO6:** Exhibit innovative and creative thinking

## CURRICULUM ARCHITECTURE

**TRIMESTER – I Core Courses**

No.	Courses	Credits	Sessions	Hours
1	Data Analysis Using Spreadsheet	3	24	30
2	Accounting Fundamentals	3	24	30
3	Managerial Economics	3	24	30
4	Statistics for Management	3	24	30
5	Organizational Behaviour	3	24	30
6	Business Text Analysis	1.5	12	15
7	Fundamentals of Marketing	1.5	12	15
8	Principles of Management	1.5	12	15
	<b>Total</b>	<b>19.5</b>	<b>156</b>	<b>195</b>

**TRIMESTER – II Core Courses**

No.	Courses	Credits	Sessions	Hours
1	Marketing Management	3	24	30

2	Corporate Finance	3	24	30
3	Managing Human Resources	3	24	30
4	Operations Management	3	24	30
5	Business and Economic Environment	3	24	30
6	Professional Spoken Communication	1.5	12	15
7	Management Accounting	1.5	12	15
8	Legal Aspects of Management (Seminar)	1	8	10
9	Workshop on Design Thinking	1	8	10
	<b>Total</b>	<b>20</b>	<b>160</b>	<b>200</b>

### TRIMESTER – III Core + Elective Courses (Specialization Core)

No.	Courses	Credits	Sessions	Hours
1	Strategic Management	3	24	30
2	Applied Managerial Communication	3	24	30
3	Management Information Systems	1.5	12	15
4	Business Research Methods	1.5	12	15
5	Workshop on Professional Ethics	1	8	10
	Workshop on Entrepreneurship	1	8	10
7	Business, Environment and Social Sustainability (Seminar)	1	8	10
8	Strategy Simulation (Workshop)	1	8	10
9	<b>Elective Courses-Specialization Core</b> Marketing Management/ Finance / Human Resource / Operations Management/ Business Analytics and Decision Sciences/ <b>Program Specialization*</b>	6	48	60
	<b>Total</b>	<b>19</b>	<b>152</b>	<b>190</b>

*\*Electives have to be chosen 1 each from any of the two specializations - Program Specialization and Area (Functional Specialization) that the student intends to undertake*

### SUMMER INTERNSHIP PROJECT – 6 Credit

### FOURTH TRIMESTER

No.	Courses	Credits	Sessions	Hours
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1	Five (5) Electives	5 x 3=15	120	150
	<b>Total</b>	<b>15</b>	<b>120</b>	<b>150</b>

#### FIFTH TRIMESTER

No.	Courses	Credits	Sessions	Hours
1	Five (5) Electives	5 x 3=15	120	150
	<b>Total</b>	<b>15</b>	<b>120</b>	<b>150</b>

#### SIXTH TRIMESTER

No.	Courses	Credits	Sessions	Hours
1	Three (3) Elective Courses	3 x 3=9	72	90
	<b>Total</b>	<b>9</b>	<b>72</b>	<b>90</b>

#### Specialisations Offered\*

- A. Programme Specialization Electives
- B. Sectoral electives: Rural Marketing / E-Marketing / Retail
- C. Area/Functional Electives (Human Resource Management, Marketing Management, Finance, Operations Management, Business Analytics and Decision Sciences)
- D. Open electives

\* In order to run a particular specialization combination, a minimum of 50 students (from total batch) should have opted for it. For an elective to be offered, there has to be a minimum of 20% of total students of that specialization. However, there may be certain exceptions based on the approval received from the Director/Dean (Academics).

**A) Programme Specialization:** Students may choose 4 (1 elective in Term-III and 3 electives in Final Year) from the following list:

- Service Management (Program Specialization core – 3<sup>rd</sup> trimester)
- Customer Experience Management (Program Specialization core – 4<sup>th</sup> trimester)
- Corporate Restructuring
- Microfinance

- Managing Service Operations
- Project Management
- Technology Management for Services
- Managing People in Service Firms
- Customer Relationship Management
- Retail Management
- Applied Aspects of Marketing Research
- Marketing Analytics
- Negotiation Skills
- Service Etiquette

**B) Sectoral Specialization:** Students may choose **ANY 3 courses** from **any ONE of the following 3 Sectors** in the Final Year

#### **Banking & Financial Services**

- Financial Systems and Services
- Corporate Valuation
- Equity Research
- Corporate Restructuring
- Wealth Management
- Banking Operation & Credit Analysis
- Financial Derivatives & Risk Management
- Risk Management in Commercial Banks
- Marketing of Financial Services

#### **Retail**

- Marketing on Internet, Social Media and Mobile
- Visual Merchandizing & Atmospheric
- Supply Chain Management
- Logistics Management
- Business Forecasting
- Retail Management
- Retail Store Management
- Customer Relationship Management

#### **Consultancy**

- Corporate Valuation



- Equity Research
- Supply Chain Management
- Optimization Techniques in Service Operations
- Brand Management
- Financial Derivatives & Risk Management
- Applied Aspects of Marketing Research
- Marketing Analytics
- Wealth Management
- Corporate Restructuring
- Business Analytics for Managers
- Investment Banking

**Note:** *The sectors offered under Sectoral Specialization may be added or deleted, depending upon industry requirements and feedback.*

### **C) AREA SPECIALIZATION:**

Students may choose any 6 subjects out of these Area (functional) Specializations. Out of these electives, 1 elective would be chosen in the first year and 5 electives would be chosen in the second year.

#### **Marketing Management**

- Marketing Planning & Control (Specialization Core)
- Sales Management and Business Development (Specialization Core)
- Consumer Behaviour in Services
- Global Marketing
- Services Marketing
- Marketing Analytics
- Digital Marketing
- Online Branding and Reputation Management
- Brand Management
- Applied Aspects of Marketing Research
- Customer Relationship Management
- Retail Management
- Distribution and Channel Management
- Marketing of Financial Services
- Integrated Marketing Communications
- B2B Marketing
- Strategic Marketing
- Social Media Marketing

- Marketing of Tourism and Hospitality Services

### **Human Resource Management**

- Advanced HRM (Specialization Core)
- HR Analytics
- Talent Acquisition
- Learning & Development
- Performance Management System
- Compensation Management
- International HRM
- Human Resource Information System
- Industrial Relations and Labour Laws
- Organization Change & Development

### **Finance**

- Advanced Corporate Finance (Specialization Core)
- Corporate Valuation
- Financial Derivatives and Risk Management
- Financial Systems and Services
- Investment Management
- Project Finance
- Wealth Planning
- International Finance
- Risk Management in Commercial Banks
- Financial Modeling & Analysis
- Corporate Tax Management
- Fixed Income Securities
- Corporate Restructuring
- Microfinance

### **Operations Management**

- Operations Research (Specialization Core)
- Supply Chain Management (Specialization Core)
- Logistic Management
- Optimization Techniques in Business Operations
- Business Forecasting
- Quality Management
- Operations Strategy

- Materials and Inventory Management
- Managing Service Operations
- Project Management
- Advanced Data Analytics for Managers

### **Business Analytics and Decision Sciences**

- Introduction to Business Analytics (Specialization Core)
- Data Visualization (Specialization Core)
- Predictive Analytics (Specialization Core)
- Text Analytics ((Specialization Core)
- Introduction to Machine Learning and Artificial Intelligence (Specialization Core)
- Supply Chain Analytics
- Financial Analytics
- People Analytics

### **D) Open Electives**

**Any two** open electives may be chosen from Area Specializations (listed above) or Liberal Arts/Additional electives basket (as mentioned below). The specific courses within this basket would be decided every academic year.

### **Additional list of electives:**

#### **Information Technology**

- E-Commerce
- Enterprise Resource Planning
- Cloud Computing for Business Management
- Web and Social Media Analytics
- Dash Board Reporting using Advanced Excel
- Knowledge Management
- E-Governance

#### **International Business**

- International Business
- Doing Business with Emerging Economies
- Applied Econometrics for Managers
- Global Business Environment

- Management of MNCs
- Export/Import Procedures & Documentation
- International Finance
- International Human Resource Management
- Global Marketing

**Business Communication**

- Workplace Etiquette
- Cross-cultural Communication (1.5 credits)
- Persuasive and Assertive Communication (1.5 credit)
- Digital Media Communication (1.5 credits)
- Internal Communication (1.5 credits)
- Negotiation Skills

**Liberal Arts Basket:**

- Career Advancement through Personal Effectiveness
- Cross Cultural Sensitivity
- Happiness and Well-being
- Language Chinese
- Language Spanish
- Women studies: Diversity and Inclusion

**Note:** *The courses offered under each specialization may be added or deleted, depending upon industry requirement and feedback.*