

SUPPORTING DOCUMENTS

CRITERION 1

**1.1.2: Percentage of Programmes where syllabus revision was carried out during the last five years**

SUBMITTED TO

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

BY



***N. L. Dalmia***<sup>®</sup>

***Institute of Management Studies and Research***

*(A School of Excellence of N. L. Dalmia Educational Society)*

N. L. DALMIA INSTITUTE OF  
MANAGEMENT STUDIES AND RESEARCH

FOR

**NAAC ACCREDITATION SECOND CYCLE 2022**



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Upon various deliberations and discussions with the stakeholders of the institution following new courses are prospered for the batch of 2021-22 in PGDM program. The detailed syllabus is enclosed below.

Sr.No	Course Name	Program Name
1	Alternative Investments	PGDM
2	Assessment Centre and Psychometric Testing	PGDM
3	B2B Marketing	PGDM
4	Building Learning Organizations	PGDM
5	Business Economics-I ( Micro Economics)	PGDM
6	Business Economics-II ( Macro Economics)	PGDM
7	Capstone Business Simulation	PGDM
8	Commercial Banking (Corporate and Retail)	PGDM
9	Compensation and Benefits	PGDM
10	Competency Mapping and Career Development	PGDM
11	Corporate Finance	PGDM
12	Corporate Valuation	PGDM
13	E Commerce	PGDM
14	Employer Branding	PGDM
15	Entrepreneurship Management	PGDM
16	Financial Aspects of Marketing	PGDM
17	Guided Activity - MSR	PGDM
18	HR Analytics	PGDM
19	HR Audit & Scorecard	PGDM
20	Human Resource Information Systems	PGDM
21	Investment Banking	PGDM
22	Logistics and Supply Chain Management	PGDM
23	Managing Diversity & Inclusion	PGDM
24	Marketing Research	PGDM
25	Mobile Marketing	PGDM
26	NeuroScience and Consumer Behaviour	PGDM



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27	Placement Prep Activity course	PGDM
28	Project Management - using capstone business simulations	PGDM
29	Quantitative Techniques -I ( Business Stats)	PGDM
30	Retail Management	PGDM
31	Retail Marketing	PGDM
32	Rural Banking and Micro Finance	PGDM
33	Skill Development Course - Data Analytics using R and Python	PGDM
34	Skill Development Course - Fintech	PGDM
35	Skill Development Course- Excel for Managers	PGDM
36	Skill Development Course- Simulation on Talent Acquisition	PGDM
37	Social Marketing	PGDM
38	Sports, Luxury and Political Marketing	PGDM
39	Talent Management(Retention & Engagement)	PGDM
40	Wealth Management	PGDM
41	Workshop Series - Leadership	PGDM

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CEO

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Sr.No	Course Name	Program Name
1	IT for Management	PGDM
2	Market Research	PGDM
3	Marketing Metrics, Audit and Analytics	PGDM
4	Marketing Simulation	PGDM
5	Story Telling Through Data	PGDM
6	Talent Management	PGDM

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Sr. No	Course Name	Program Name
1	Corporate Credit Appraisal and Finance	PGDM
2	Financial Analytics	PGDM
3	Marketing Communication	PGDM
4	Quantitative Techniques in Finance	PGDM
5	Selling and Negotiation Skills	PGDM
6	Strategic Financial Management	PGDM
7	Strategic HRM	PGDM
8	Supply Chain Management	PGDM

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Sr.No	Course Name	Program Name
1	Banking and Financial Services	PGDM
2	Consumer Behaviour and Marketing Touch Point Analysis	PGDM
3	High Performance Leadership Dev & Personal Growth Labs	PGDM
4	HR Analytics	PGDM
5	HR Planning & Audit	PGDM
6	Marketing Analytics	PGDM
7	Marketing Metrics and Audit	PGDM
8	OD & Change Management	PGDM
9	People & Performance	PGDM
10	Rural Marketing	PGDM
11	Sales and Distribution Management	PGDM
12	Science of Retailing	PGDM
13	Strategic Brand Management	PGDM
14	Strategic IT for Management	PGDM
15	Strategic Marketing Management	PGDM
16	Venture Capital and Private Equity	PGDM

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Upon various deliberations and discussions with the stakeholders of the institution following new courses are prospected for the batch of 2017-18. The detailed syllabus is enclosed below.

Sr. No	Course Name	Program Name
1	Digital Marketing	PGDM
2	Business Analytics	PGDM

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