



PSG INSTITUTE OF MANAGEMENT

Transforming students into powerful professionals and confident entrepreneurs



PSG Institute of Management



PSG College of Technology

MBA

[AU]

TWO YEAR
FULL TIME PROGRAMME



AFFILIATED TO ANNA UNIVERSITY
APPROVED BY AICTE, NEW DELHI
ACCREDITED BY NBA



For admissions contact:

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PSG Institute of Management

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Eligibility

We invite candidates with a recognized full-time Bachelor's Degree (with or without industry experience) in any discipline with minimum 50% marks in aggregate.

Entrance Test

CAT / MAT / TANCET / ATMA preferred

Selection Process

Selection to the programme is based on MAT, ATMA & CAT Scores. The final selection will be based on Group Discussion and Personal Interview. Weightage will be given to candidates with work experience.



Choice Based Credit System (CBCS)

Course Curriculum

SEMESTER I

- Fundamentals for Managers
- Business Environment
- Economics for Decision Making
- Managerial Communication
- Accounting for Managers
- Organizational Behaviour
- Research methods
- Spreadsheet Applications
- Active Learning Program -1
- Managers in Society

SEMESTER II

- Financial Management
- Human Resource Management
- Marketing Management
- Operations Management
- Business Analytics
- Business Law
- Information Systems Management
- Emotional Intelligence for Managers
- Business Beyond Borders
- Active Learning Program – 2

SEMESTER III

- Summer Internship
- Strategic Management
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Elective 5
- Project Phase-I

SEMESTER IV

- Entrepreneurship and New Venture Creation
- Elective 6
- Elective 7
- Elective 8
- Project Phase-II

List Of Professional Electives

- Applied Financial Econometrics
- Banking and Financial Services
- Empirical Research in Finance
- Financial Analytics
- Financial Derivatives
- Financial Risk Management
- Fixed Income Securities
- International Financial Management
- Investment and Portfolio Management
- Investment Banking
- Project Appraisal and Finance
- Venture Capital and Private Equity
- Behaviour for Managerial Effectiveness
- Compensation and Benefits Management
- Conflict Management
- Labour Legislation and Industrial Relations
- Leading Organizational Change and Development
- Learning and Development
- Managing Global Workforce
- People Analytics
- Performance Management
- Talent Acquisition and Management
- Brand Management
- Consumer and Buyer Behaviour
- Customer Relationship Management
- Inbound Marketing
- Integrated Marketing Communication
- Marketing Analytics
- Marketing Logistics
- Retail Management
- Sales and Market Development
- Services Marketing
- Design Thinking
- Industrial management
- New Product Development
- Operations Modelling and Simulation
- Project Management
- Supply Chain Management
- Technology Management
- Theory of Constraints
- Total Productive Maintenance and Lean Management
- Total Quality Management
- E-Business Models
- Information Security Management
- Materials Management
- Production Planning
- Artificial Intelligence and Internet of Things
- Data Visualization
- Machine Learning
- Prescriptive Analytics
- Python Programming for Analytics