

IMSR PGD SYLLABUS

Sr. No.	Subject Name
1	MANAGEMENT CONCEPTS
2	ECONOMICS
3	HUMAN RESOURCES MANAGEMENT
4	ORGANIZATIONAL BEHAVIOR
5	EXECUTIVE COMMUNICATION
6	STRATEGIC MANAGEMENT
7	SPECIALIZATION SUBJECTES-I
8	SPECIALIZATION SUBJECTES-II

PGD

MANAGEMENT CONCEPTS

- 1 PRINCIPLES OF MANAGEMENT
- 2 PLANNING
- 3 ORGANIZING
- 4 ORGANIZATION – GROUPING & DEPARTMENTATION
- 5 STAFFING
- 6 DIRECTING
- 7 MOTIVATION
- 8 COMMUNICATION
- 9 LEADERSHIP
- 10 CONTROLLING

ECONOMICS

- 1 ECONOMICS-SCOPE, METHODOLOGY AND LAWS
- 2 CENTRAL PROBLEMS OF ALL ECONOMIES
- 3 ECONOMIC SYSTEMS AND RESOURCE ALLOCATION
- 4 INDIVIDUAL AND MARKET DEMAND
- 5 ELASTICITY OF DEMAND
- 6 FACTORS OF PRODUCTION AND SPECIALIZATION

HUMAN RESOURCES MANAGEMENT

- I HUMAN RESOURCE MANAGEMENT - FUNCTIONS
- II HUMAN RESOURCE PLANNING
- III RECRUITMENT AND SELECTION
- IV TRAINING AND DEVELOPMENT
- V PERFORMANCE APPRAISAL
- VI WORKER'S PARTICIPATION IN MANAGEMENT

ORGANISATIONAL BEHAVIOUR

- 1 WHAT IS ORGANIZATIONAL BEHAVIOUR
- 2 PERSONALITY
- 3 LEARNING
- 4 WHAT IS PERFECTION & WHY IS IT IMPORTANT
- 5 MOTIVATION
- 6 FOCUS ON THE INDIVIDUAL
- 7 FOCUS ON INTERPERSONAL & GROUP PROCESSES
- 8 LEADERSHIP

EXECUTIVE COMMUNICATION

- 1. COMMUNICATION IT'S RULE
- 2. THREE STEPS TO EFFECTIVE WRITING
- 3. CHOOSING THE RIGHT WORD
- 4. BUSINESS LETTER FORMAT
- 5. STYLE IN BUSINESS LETTERS
- 6. OFFICE COMMUNICATION 60
- 7. WHAT EXECUTIVE WRITE: MEMOS AND MORE
- 8. COMMUNICATION MODELS

STRATEGIC MANAGEMENT

- 1. WHAT IS STRATEGIC MANAGEMENT?
- 2. STRATEGY ITS HISTORY AND IMPLEMENTATION
- 3. DOES STRATEGIC MANAGEMENT WORK?
- 4. THE STRATEGIC MANAGER
- 5. WHY STRATEGIES FAIL?
- 6. THE ANATOMY OF IMPLEMENTATION

7. DRIVING STRATEGY IMPLEMENTATION WITH OPERATING PLANS

8. SETTING THE STAGE

9. SETTING THE RIGHT PRIORITIES AND OBJECTIVES

10. TRACKING STRATEGY IMPLEMENTATION PROGRESS

11. MAKING STRATEGY HAPPEN

12. MULTI-BUSINESS

13. SMALL BUSINESS

14. E-BUSINESS

9 CONFLICT

10 DECISION MAKING