



LLOYD BUSINESS SCHOOL

Gretaer Noida

PGDM

About The Program

PGDM Program at Lloyd Business School is 2-year full time AICTE, Ministry of HRD approved program that is aimed to develop holistic personality of an aspirant. The program is designed to meet the cutting-edge demand of the global industry. The program enables an aspirant to master the contemporary specializations such as Business Analytics, Finance, HR, and Marketing.



Plot No.-11, Knowledge Park II, Greater Noida - 201306, Uttar Pradesh, India

Contact us: +91-9821891830 or E-mail us: info@lloydbusinessschool.edu.in

Website: www.lloydbusinessschool.edu.in

Course Structure for PGDM (Core)

In sync with AICTE Latest Model Curriculum

TRIMESTER 1, II, AND II (CORE)

General Management

- Principles and Practices of Management

Course
Areas

Marketing

- Marketing Management I
- Marketing Management II
- Strategic Management

Course
Areas

Statistics & OR

- Statistics for Decision Making 1
- Statistics for Decision Making 2
- Operations Research
- Research Methodology for Management

Course
Areas

Finance

- Financial Accounting for Managers
- Financial Management
- Tax Planning & Management
- Cost & Management Accounting

Course
Areas

HRM

- Human Resource Management
- Advance Organization Behavior
- HR Metrics

Course
Areas

Economics

- Managerial Economics
- Macro & Indian Economy

Course
Areas

Entrepreneurship

- Entrepreneurship Development

Course
Areas

IT for Management

- IT tools for Management 1
- IT tools for Management 2

Course
Areas

Communication

- Business Communication I
- Business Communication II
- Managerial Communications

Course
Areas

Trimester IV, V and VI (Specializations)

Business Analytics

- Foundation in Business Analytics
- Python for Management
- Data Base and Query Language
- Descriptive Analytics
- Data Science
- Social & Web-Analytics
- Cyber security, Identity and Access Management
- Block Chain and IOT

Course
Areas

Finance

- Financial Planning and Personal Finance
- Credit Appraisal and Risk Management
- Security Analysis and Portfolio Management
- Indian Financial System
- Working Capital Management
- Advance Financial Modeling
- International Financial Management
- Management of Financial Services

Course
Areas

HRM

- Strategic Performance Management
- Industrial Relations & Labor Laws
- Training and Development
- International HRM
- Compensation & Payroll Management
- Contemporary Issues in HRM
- Organization Development and Change Management
- Business Values and Ethics

Course
Areas

Marketing

- Integrated Marketing Communications
- Sales and Distribution Management
- Customer Relationship Management
- Marketing of Services
- Brand Management
- Industrial Marketing
- Rural Marketing Management
- International Marketing Management

Course
Areas

Summer Internship

Final Placement