






**STUDENT  
RULE BOOK  
(2021-22)**

**Part II**

<div style="display: flex; justify-content: space-between; align-items: center;">  <div> <b>Postgraduate Certificate in Management 2021-22</b>  <b>Tentative Academic Calendar</b> </div> </div>		
<b>Term 1 (Core courses)</b>		
<b>Term 1</b>	Class Begins	2 Aug (Monday)
	Class Ends	15 Aug (Sun)
	End Term Examination	16 - 22 Aug
	Term Ends	22 Aug (Sun)
<b>Term 2 (Core courses)</b>		
Events in Term 2: Teachers Day (3 Sep)		
CCS Events: Week 1: 27 Sep - 1 Oct		
<b>Term 2</b>	Class Begins	23 Aug (Mon)
	Class End	26 Sep (Sun)
	End Term Examination	4 - 10 Oct
	Term Ends	10 Oct (Sun)
<b>Term 3 (Core courses)</b>		
Events in Term 3 : Sapience (25-26 Nov)		
CCS Events: *Week 2: 11 Oct - 14 Oct   *Week 3: 25 Oct - 27 Oct		
CCS Events: *Week 4: 8 Nov - 13 Nov   *Week 5: 18 Nov - 20 Nov		
CCS Events: *Week 6: 29 Nov - 30 Nov		
<b>Term 3</b>	Class Begins	18 Oct (Mon)
	Class End	12 Dec (Sun)
	End Term Examination	13 - 19 Dec
	Term Ends	19 Dec (Sun)
<b>Term 4 (Core + Elective courses)</b>		
Events in Term 4: Crest (20 - 21 Jan)		
<b>Term 4</b>	Term Registration	20 Dec (Mon)
	Class Begins	20 Dec (Mon)
	Class End	30 Jan (Sun)
	End Term Examination*	31 Jan - 6 Feb (Sun)
	Term Ends	6 Feb (Sun)
<b>Term 5 (Elective courses)</b>		
<b>Term 5</b>	Term Registration	7 Feb (Mon)
	Class Begins	7 Feb (Mon)
	Class End	13 Mar (Sun)
	End Term Examination*	14 - 20 Mar
	Term Ends	20 Mar (Sun)
<b>Term 6 (Elective courses)</b>		
<b>Term 6</b>	Term Registration	21 Mar (Mon)
	Class Begins	21 Mar (Mon)
	Class End	24 Apr (Sun)
	End Term Examination*	25 - 1 May
	Term Ends	1 May (Sun)
<b>Term 7 (Elective courses)</b>		
<b>Term 7</b>	Term Registration	2 May (Mon)
	Class Begins	2 May (Mon)
	Class End	29 May (Sun)
	End Term Examination*	30 May - 5 June
	Term Ends	5 June (Sun)
Re-exam*: 16-17 July 2022		
*Tentative. Subject to minor modification		
* Term 4 onwards, end-term examinations might be conducted as and when courses get over.		

 <b>Postgraduate Diploma in Management 2021-23</b> <b>Tentative Academic Calendar</b>		
<b>Term 1</b>		
Events in Term 1: Teachers Day (5 Sep)		
CCS Activities: 11-14 Oct, 25-27 Oct		
Term 1	Class Begins	02 Aug (Mon)
	Mid Term Examination	6 - 10 Sep
	Class Ends	21 Oct (Thurs)
	End Term Examination	22 - 29 Oct
	Term Ends	29 Oct (Fri)
<b>Term 2</b>		
Events in Term 2: 25-26 Nov (Sapience), Crest (20-21 Jan)		
CCS Activities: 8-13 Nov, 18-20 Nov, 29-30 Nov		
Term 2	Term Registration	1 Nov (Mon)
	Class Begins	1 Nov (Mon)
	Mid Term Examination	13 - 17 Dec
	Class End	23 Jan (Sun)
	End Term Examination	24 - 28 Jan
	Term Ends	28 Jan (Fri)
<b>Term 3</b>		
Term 3	Term Registration	31 Jan (Mon)
	Class Begins	31 Jan (Mon)
	Mid Term Examination	7-13 March
	Class End	17 Apr (Thurs)
	End Term Examination	18 - 24 Apr
	Term Ends	24 Apr (Thurs)
Re-exam*: 3-4 June 2022		
Term 4 start: To be Decided		
*Tentative. Subject to minor modification		

 <b>Postgraduate Diploma in Management 2020-22</b> <b>Tentative Academic Calendar</b>		
<b>Term 4</b>		
Events in Term 4: Teachers Day (3 Sep)		
CCS Events*: 27 Sept-1 Oct   11-14 Oct   25-27 Oct		
Term 4	Class Begins	3 Aug (Tue)
	Mid Term Examination	4 Sept, 5 Sept and 15 Sept
	Class Ends	24 Oct (Sun)
	End Term Examination	28 Oct - 3 Nov
	Term Ends	7 Nov (Sun)
<b>Term 5</b>		
Events in Term 5: Sapience (25th and 26th November 2021) Crest (20th and 21st January 2022)		
CCS Events*: 8 - 13 Nov   18 - 20 Nov   29 - 30 Nov		
Term 5	Term Registration	15 Nov (Mon)
	Class Begins	15 Nov (Mon)
	Mid Term Examination	13 - 19 Dec
	Class End	23 Dec (Sun)
	End Term Examination	24 - 31 Dec
	Term Ends	30 Jan (Sun)
<b>Term 6</b>		
Events in Term 6:		
Term 6	Term Registration	31 Jan (Mon)
	Class Begins	31 Jan (Mon)
	Mid Term Examination	
	Class End	10 Apr (Sun)
	End Term Examination	11 - 17 Apr
	Term Ends	17 Apr (Sun)
Re-exam*: 27 May - 28 May 2022		
*Tentative. Subject to minor modification		

## 1. Academic Guidelines

1.1 The components of evaluation for any course would be as follows:

- 1.1.1 Class-participation / Individual presentation in class
- 1.1.2 Quizzes / Class test / Surprise test (announced/unannounced)
- 1.1.3 Individual assignment/ Group assignments/ presentations/ Decision sheets
- 1.1.4 Term papers and project reports
- 1.1.5 Mid-term examination (Not applicable for PGCM Programme)
- 1.1.6 End-term examination (This is a compulsory component)
- 1.1.7 It is necessary for every course of the two-year PGDM programme to have at least 4 evaluation components out of the six components mentioned above. Half-credit courses to have at least three evaluation components; however, 4 evaluation components are ideal and desirable. This will not be applicable for courses conducted in the workshop / Project mode.
- 1.1.8 The mode of the End-term Examination will depend on the course learning objectives.
- 1.1.9 End-term examination is a compulsory component. Mid-term examinations are compulsory in the PGDM programme. However, it is optional to have Mid-Term Examinations for Half-credit / Electives / PGCM programme. Prior approval from the Programme Director is required for absence from End-term examinations.

### 1.2 Duration of on-campus examination

- 1.2.1 Indicative duration of Mid –Term Examinations: 60 mins
- 1.2.2 Indicative duration of End-Term Examinations: 2 hrs
- 1.2.3 Examination duration can also be more than the above specified time as the case may be.
- 1.2.4 Examination Duration has to correspond to the weightage. For example, if the mid-term examination has a 20% weightage and the duration is 60 minutes, the end-term exam of 40% weightage has to be 120 minutes, give or take a few minutes.
- 1.3 The total marks for each course (with maximum that can be assigned) will be divided in various components which may include the following:
  - 1.3.1 Class-participation/Review (books /reports/articles) (not more than 20 marks weightage). Class-participation marks cannot be over 10 marks if purely based on attendance.
  - 1.3.2 Quizzes / Class test / Surprise test / Assignments (cumulatively not more than 30 marks weightage)
  - 1.3.3 Group /individual assignments / presentations / decision sheets / term papers / project reports (cumulatively not more than 35 points weightage)
  - 1.3.4 Sum of weightages of all group components cannot exceed 35points
  - 1.3.5 Mid-term examination
  - 1.3.6 End-term Examination (not more than 50 points weightage and not less than 35 points weightage)
  - 1.3.7 Deviation, if any, from above mentioned evaluation schemes will be communicated separately.
- 1.4 Mid-term and End-term examinations cannot carry any objective/multiple-choice questions, unless a detailed working is required before the right answer can be arrived at.
- 1.5 No part of the Course Outline, including the evaluation components can be altered once it has been released to the students.
- 1.6 A review window shall be organised for all mid-term and end-term examinations before the grades are released to the students. Once grades are released, no requests will be entertained.

1.7 The institute would follow the following 'letter grades' and corresponding 'grade points' system:

Letter Grades	Interpretation	Grade Points
A	Outstanding	4.00
A-	Excellent	3.67
B+	Very Good	3.33
B	Good	3.00
B-	Just above average	2.67
C+	Average	2.33
C	Just below average	2.00
C-	Satisfactory	1.67
D+	Adequate enough to pass	1.33
D	Less than passing quality	1.00
D-	Much less than passing quality	0.67
F	Credit not earned	0.00

1.8 Candidates who resort to unfair means during examinations may be given a straight zero for the component. Same applies to assignment submissions too. Details of action for unfair means is given in Part I of the Student Rule Book.

1.9 The objective system of assigning the Grades would be based on relative performance of students in the batch. Relative grading system will be followed for the same. The distribution of grades based on relative system ensures that not all students are placed under one grade. The letter grades for a course would be calculated on the basis of Normalised scores.

1.10 Faculty feedback will be taken after the last session of every course, and before the end-term examination. Grades of those students who fail to submit faculty feedback will be withheld.

## 2. Academic Integrity

Students and graduates (alumni) are expected to uphold the highest standards of academic integrity. This means that material created by students as part of assignments, projects, case analysis, case notes should not be transmitted in any form to other students, either during or after the Programme, as it is part of the School's IPR. This also applies to uploading any such material on public or private forums on the internet or mass communication platforms or P2P sharing platforms. Breach of the above guideline might result in punitive action against the individual.

## 3. Evaluation Guidelines

### 3.1 Grading System:

3.1.1 Grading will be done after considering the marks (i.e. aggregate of internal continuous assessment and end-term examination marks) obtained by each student of the entire batch for the course, by fitting such marks into normal distribution curve.

For the purpose of assigning grades, the following table would be used.

Letter Grade	% of class
Grade A	20 percent of batch
Grade B	60 percent of batch
Grade C, D & F	20 percent of batch
Grade F	Where non-normalized aggregate mark is less than 50

### 3.1.2 Method of Calculation of TGPA:

Grade Point Average for a term will be computed by dividing the sum of product of grade point of each course and credits assigned, to each respective course by the sum of credits assigned to all the courses for the related term.

$$GPA = \frac{\sum CG}{\sum C}$$

### 3.1.3 Method of Calculation of CGPA:

Cumulative Grade Point Average upto and including a term will be computed by dividing the sum of product of grade point of each course and credits assigned to each respective course by the sum of credits assigned to all the courses upto and including the related term.

Here:

C = Credit value assigned to a course

G = Grade points assigned for course corresponding to the letter grade (refer table given)

TGPA: Grade Point Average shall be calculated for Individual terms.

CGPA: Cumulative Grade Point Average shall be calculated up to and including each term till date

## 3.2 Passing Standards

The following will be qualification criteria for the successful completion of the programme and award of the certificate for the student concerned:

3.2.1 A student can carry a maximum of one 'F' grade and one 'D' grade (D+/D/D-) or three 'D' grades (D+/D/D-), cumulatively.

3.2.2 The student's total cumulative grade point average (CGPA) should not be less than 2.5 at the end of the programme

## 3.3 To be eligible to be promoted to the second year (in the case of the PGDM Programme):

3.3.1 A student should have a CGPA of at least 2.5 at the end of the first year  
and

3.3.2 He should clear all first year credit courses (subject to 3.2.1 above)

## 3.4 Non-fulfilment of the above requirement (as given in 3.2.1) relating to D and F Grades:

3.4.1 The written re-examination for all the students who have obtained 'D' or 'F' grade (as per rules of passing standards) and/or 'C' and 'C-' grades in cases where CGPA is below 2.5, will take place after the related academic year ends but before the commencement of the next academic year. The grade that a student can get in such a case will be C + or actual whichever is lower. The result of the re-examination will be treated as final and binding on the students.

3.4.2 Any student who has been awarded maximum up to 3 D grades has an option to remove the D grades, in case he/she wishes to. The norms of removing the same will be as given in (3.4.1) above. The highest grade that a student can obtain in such

a case will be C+ or actual whichever is lower.

- 3.4.3 A student who is unable to obtain a minimum CGPA of 2.5 at the end of one academic year, and has been awarded 'C's has an option to improve his/her GPA. Such a student is eligible to remove a maximum of three 'C's. The norms of removing the same will be as given in (3.4.1) above. The highest grade that a student can obtain in such a case will be C+ or actual whichever is lower.
- 3.4.4 Students appearing for the re-exams (as per the rules of passing standards) will be given provisional admission to the next year of the programme, in the case of PGDM. His/ her admission will be confirmed only after declaration of the results of the re-exams.
- 3.4.5 Student who obtains more than one 'F' in aggregate of terms at any time during the academic year is out of the course and should take re-admission as per the rules of the institute if desired.
- 3.4.6 Student obtaining more than 3 'D's in aggregate of terms at any time during the academic year is out of the course and should take re-admission as per the rules of the institute if desired.
- 3.4.7 Student obtaining 2 'D's and 1 'F' in aggregate of terms at any time during the academic year will not be allowed to appear for re-exam and have to take re-admission as per the rules of the institute if desired.
- 3.4.8 The students falling in category 3.4.5 or 3.4.6 or 3.4.7 above, will be required to seek readmission in the next academic year, as a regular student for the concerned programme for that year of the programme in which he/ she has been declared failed. He/ she shall also be required to pay all the necessary prescribed fees/charges at the time of seeking re-admission in the concerned programme as per the rules prescribed by the institute for the same from time to time.
- 3.4.9 A second year PGDM student cannot apply for re-exam for a first year course.
- 3.4.10 The maximum number of re-exams a student can apply is four, subject to not more than two courses from a term.
- 3.4.11 **A student who gets a 'D' or 'F' grade in a course/s due to attendance shortfall, plagiarism or as a consequence of an Unfair Means Committee judgement, is not eligible to appear for re-examinations.**

### 3.5 Re - Examinations:

- 3.5.1 The Re-examination fees is Rs. 2000/- per examination.
- 3.5.2 A student absent for the mid-term/end-term examination, provided prior permission from the Programme Director has been obtained for missing the examination may apply to appear for re-examination on payment of the re-examination fee.
- 3.5.3 The re-examination for the mid-terms/end-terms for all the students of first year who have obtained 'D' or 'F' grade (as per rules of passing standards), and/or 'C' and 'C-' grades in cases where CGPA is below 2.5, will take place after the specific academic year ends but before the commencement of the next academic year, on payment of re-examination fee. The maximum grade that a student, in such a case, can obtain for such course will be C+.
- 3.5.4 Students who obtain C, D or F grades as a consequence of an Unfair Means Committee or Disciplinary Action Committee ruling/guideline will not be eligible to apply for a re-exam.
- 3.5.5 Students who obtain C, D or F grades as a consequence of attendance shortage will

- not be eligible to apply for a re-exam.
- 3.5.6 Re-examination for all graduating year students will take place after the release of the last term's grades, and before the convocation.
  - 3.5.7 Grade obtained as a result of the re-exam will be final even in the event that it is lower than the original grade (before the re-exam).
  - 3.5.8 Improvement in the internal marks will not be allowed for re-examination purpose.
  - 3.5.9 If a student fails in the project component, one attempt is allowed to re-submit the project upon the consent of the concerned faculty. The faculty will assign a new topic, different from the previous topic; an improvement of the previous project will not be accepted as a re-submission. The re-submission should happen prior to re-examination scheduled for the academic year.
  - 3.5.10 Students submitting re-examination form will be awarded F grade if he/she remains absent without prior approval of the Programme Director.

### **3. Project Guidelines / Summer Internship:**

- 3.1 From time to time Faculty may assign projects to students in their course.
- 3.2 Summer Internship applies only to PGDM students. Final Projects and Class Projects apply to all course/s programmes and faculty concerned can assign project work to be undertaken.
- 3.3 Students are required to submit their final project report as per the deadlines announced. The concern faculty/ Programme Director's approval will be required to submit the project report after deadlines as announced.
- 3.4 Students of PGDM are compulsorily required to take eight-ten weeks of summer training in any company as per dates announced on the notice board/ academic calendar.
- 3.5 Students are advised not to rely on the institute's placement process for provision of Summer Internship activities, but to look for such assignments on their own initiative. The institute's placement cell makes all the efforts possible to provide Summer Internship opportunities to as many students as possible.
- 3.6 The Summer Internship is expected to culminate in the submission of a Summer Project Report within deadlines as indicated. This submission is a compulsory part to the course requirements.
- 3.7 This project is subject to a review by the company guide assigned. It is the student's role to ensure that the guide sends this review to the faculty coordinator within the deadline given. The student has to waive the rights to see the review.
- 3.8 Summer Internship is a credited compulsory course. Equivalent to two full courses i.e. 6 credits
- 3.9 For all submissions, students have to submit soft copies of their reports and assignments. Hard copies also have to be submitted wherever asked by the faculty. You are expected to follow project guidelines for proper referencing system.
- 3.10 They will also carry out checks of these reports to ensure integrity using software, which can check documents within the batch, across the batch, across past years, worldwide web, etc. Plagiarism is a serious offence, which is unethical and illegal. If a student is found guilty (intentionally or unintentionally), it will be considered as misconduct in terms of the institute policies and will be dealt with as per rules of Great Lakes Institute of Management, Gurgaon.
- 3.11 A Faculty guide will be assigned to each student based on the type/area of internship. It is mandatory for the students to meet their respective faculty guides before proceeding for internship and continue to remain in touch with them for regular updates and guidance



throughout the internship. Students can take the initiative of establishing communication protocols with their faculty guides to ease contact during the summer internship. Any issues should be immediately brought to the notice of the faculty guide.

#### 4 Value Added Compulsory Workshops/ Activities

##### 4.1 Outbound Training (OBT)

Extensively used by the Corporate and Academic World in India and **overseas, the Outbound Training Method enables learning and experiencing** challenges in an unfamiliar terrain. Creative activities, nature trails, interactive exercises are woven together to enhance team building, inculcate leadership and delegation abilities as well as learn about the latent facets of one's own personality. The Outbound Training Programme works on the principles of experiential learning, and challenges one to take risks and operate out of one's comfort zone, thereby providing enough data for self as well as group development and leadership. The debrief sessions are included to provide feedback to the students by the facilitators and complete the learning experience.

##### 4.2 Guest Lectures

Speakers from Academia / Industry / Alumni are called to deliver guest lectures to full time students. Attendance for these sessions is mandatory. Fines, as per the below table, will be levied for non-compliance. Punishment for non-compliance may be in any other form that the Director deems fit.

Session Missed	Penalty
1 <sup>st</sup> session	INR 1000/-
2 <sup>nd</sup> session	INR 2000/-
3 <sup>rd</sup> session	INR 3000/-
4 <sup>th</sup> session	INR 4000/-
5 <sup>th</sup> session	Student will be referred to the DAC and recommendation would be made for the highest punishment

#### 5 Rules for participating in National/International Level Contests:

- 5.1 All contestants need to be routed through respective Programme Directors.
- 5.2 All contest notices, posters, letters; leaflets will be posted on student notice boards as well as on student email groups.
- 5.3 All student contests are classified as follows --
  - 5.3.1 GRADE A: Organized by any B-school whose ranking falls within 1 to 20 in latest NIRF business school ranking (for example for academic year 19-20 NIRF ranking of 2019 will be consider) and/or National and International level contests organized by very high reputed companies/Organization (Pre-participation approval from campus Director is required).
  - 5.3.2 GRADE B: Organized by any B-school whose ranking falls within 21 to 75 in latest NIRF business school ranking (for example for academic year 19-20 NIRF ranking of 2019

will be consider) National level contests of high repute.

#### 5.3.3 GRADE C: Local and national level contests

5.3.4 The Institute head will decide upon the classification of contest for Grade C. Prior permission is required for reimbursement.

#### 5.4 Reimbursement Criteria:

The classification of the contest will determine the selection, reimbursement and appraisal of the students.

- Reimbursements will be only for national level contest.
- Students will be provided with 100% reimbursements for travel (Maximum upto 3<sup>rd</sup> AC train fare through shortest distance) to-and-fro from the contest destination. Subject to following terms:
  - GRADE A Contest: For participation.
  - GRADE B Contest: Provided they secure 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> position.
  - GRADE C Contest: As per preapproval of Director (1<sup>st</sup> or 2<sup>nd</sup> place only).
- All reimbursements are subject to the approval of the Director of the Institute and are hence subject to change.
- All reimbursements need to be through proper claim format (only after the student has returned from the contest) against submission of original bills, tickets (boarding passes) of the travel and copy of certificates.
- All students claiming the reimbursement will have to submit required details to the accounts department.

#### 5.5 Contest Winners

Any student who has won any contest is required to provide full details of the contest and award won to the Programme Director within 7 days of winning the contest, failing which reimbursement will not be considered.

5.6 Attendance: No additional attendance benefit will be provided for students who might miss classes for attending contests. Missed classes will be counted as part of the 20% leeway given to students.

### 6 Student Council

The Student Council is the apex student body at Great Lakes Institute of Management, Gurgaon and represents the full-time students. The members take responsibility for each student body & activity on campus. The Council for every academic year is selected through an election.

The major roles & responsibilities include:

- To serve as a formal communication channel between the students, faculty and administration
- To navigate all student-related activities at the institute and facilitate a better life on campus

**If a member of the student council is under investigation by any of the committees like the Unfair Means Committee/Disciplinary Action Committee/Anti-ragging Committee, etc., he /she should be debarred from participating in the duties of the Stuco until acquitted.**

## 7 Course Structures

Great Lakes Institute of Management, Gurgaon								
Postgraduate Certificate in Management (PGCM): 2021-22								
Course Structure								
TERM-1		Credit	TERM-2		Credit	TERM-3		Credit
Marketing Management-1		2	Marketing Management-2		2	Business Consulting		2
Financial Accounting		3	Effectively interacting with others (OBII)		2	HRM		2
Organizational Behaviour (OB-I)		2	Managerial Accounting		2	Financial Management		3
Communication - I (Oral)		2	Macro Economics		2	Marketing Research		2
Stat. Methods in Decision Making		3	Quantitative Methods		2	Operations Management		3
Micro Economics		2	Communication - II (Written)		2	Business Intelligence		2
Karma Yoga		1	Business Analytics (Using R)		2	(Live/Empirical Projects starts)		4
Total Credits		15	Total Credits		14	Total Credits		18
TERM 4*		Credit	TERM 5*		Credit	TERM 6*		Credit
Strategic Management		2	Elective - 5		2	Elective - 9		2
Elective - 1		2	Elective - 6		2	Elective - 10		2
Elective - 2		2	Elective - 7		2	Elective - 11		2
Elective - 3		2	Elective - 8		2	Elective - 12		2
Elective - 4		2						
Total Credits		10	Total Credits		8	Total Credits		8
TERM 7*		Credit	Total Compulsory Courses (21)		45	* In the terms 4, 5, 6 & 7 a student have flexibility to vary the number of electives in each term, provided they take a total of 14 electives across the four terms.		
Elective - 13		2	Total Elective Courses (14)		28			
Elective - 14		2	Empirical Study		4			
			Total Crs (34 taught courses + Emp. Study)		77			
Total Credits		4	Taught Credit Hours		730			
MARKETING ELECTIVES			FINANCE ELECTIVES			OPERATIONS ELECTIVES		
Title		Term	Title		Term	Title		Term
Sales & Distribution Management		4	FSAV		4	Enterprise Resources Planning*		4
Digital Marketing*		4	Financial Modeling		4	Digital Enterprise & Strategy*		4
Consumer Behaviour		4	Fintech*		5	Strategic Sourcing of Services		4
Marketing & Retail Analytics* (A)(M)		5	Finl. Mgt. for Developing Mktg. Strategy		5	Bus. Excellence for Competitive Advantage		5
B2B Technology Sales		5	SAPM		6	Project Management		5
Product & Brand Management		5	Project Finance		6	SCM & Analysis		6
CRM		6	Derivatives & Finl. Risk Mgt.		6	Service Operations Management**		6
Services Marketing**		6	Mergers & Acquisitions		7	Demand Planning & Forecasting		7
B2B Marketing		6	International Finance		7			
IMC		7						
OPEN ELECTIVES			ANALYTICS & AIML ELECTIVES			DIGITAL STRATEGY		
Title		Term	Title		Term	Title		Term
Design Thinking*		5	Machine Learning-I (A)		4	Digital Enterprise Strategy*		4
Leadership		5	Web and Social Media (A)		4	ERP*		4
Technology Product Management*		6	Marketing and Retail Analytics* (A)(M)		5	Digital Marketing*		4
Contemporary Pricing Strategies		6	Machine Learning -2 (A)		5	FinTech*		5
Negotiation and Bargaining		6	Financial Risk Analytics (A)		5	Design Thinking*		5
Game Theory		7	Big Data & Cloud Analytics*		6	Big Data & Cloud Analytics*		6
Business Ethics in Practice		7	Deep Learning & AI (AI spl. only)		6	Technology Product Management*		6
			Natural Language Processing (AI spl. only)		7			

\*\*SM and SOM are mutually exclusive

Great Lakes Institute of Management, Gurgaon					
Postgraduate Diploma in Management (PGDM): 2021-23					
Course Structure					
TERM-1		Credit	TERM-2		Credit
Financial Accounting & Decision Making		3	Cost and Management Accounting		3
Microeconomics		3	Macroeconomics		3
Marketing Management I		3	Marketing Management II		3
Individuals in Organization (OB I)		3	Business Ethics and Corporate Governance		3
HRM		3	Optimization Techniques for Decision Making		3
Statistical Methods in Decision Making (SMDM)		3	Oral Communications		3
Written Communication		3	Groups in Organization (OB II)		3
Karma Yoga		1	Total Credits		21
Total Credits		22			
TERM 3		Credit	TERM 4*		Credit
Strategic Management (15 hours)		1.5	Strategic Management II		3
Business Research Methods		3	Financial Modelling		3
Financial Management (40 hours)		4	Elective - 1		3
Production and Operations Management		3	Elective - 2		3
Business Analytics		3	Elective - 3		3
Business Law		3	Elective - 4		3
Design Thinking (15 hours)		1.5	Elective - 5		3
Total Credits		19	Total Credits		21
TERM 5*		Credit	TERM 6*		Credit
Elective - 6		3	Elective - 9		3
Elective - 7		3	Elective - 10		3
Elective - 8		3	Elective - 11		3
Total Credits		9	Total Credits		9
Total Credits - Compulsory Courses (24)		68	Elective courses offered will be announced in the beginning of Term 3 and the Registration process will start at the end of Term 3.		
Total Credits - Elective Courses (11)		33			
Summer Internship Credits		6			
Total Crs (34 taught courses + Summer Internship)		107			
Total Taught hours		1010			

Great Lakes Institute of Management, Gurgaon					
Postgraduate Diploma in Management (PGDM): 2020-22					
Elective Courses on offer					
MARKETING ELECTIVES		FINANCE ELECTIVES		OPERATIONS ELECTIVES	
Title	Term	Title	Term	Title	Term
Digital Marketing	4	Financial Statement Analysis & Valuation	4	Enterprise Resources Planning	4
Product & Brand Management	4	Wealth Management	4	Supply Chain Management	4
Sales & Distribution Management	4	Security Analysis & Portfolio Management	4	Service Operations	4
Marketing & Retail Analytics * (M)(A)	4	Finl. Mgt. for Developing Mktg. Strategy	5	Quality Management	5
B2B Marketing	5	Mergers & Acquisitions	5	Project Management	5
Consumer Behaviour	5	Derivatives & Finl. Risk Mgt.	5	Internet Business	6
Web and Social Media Analytics* (M)(A)	5	Banking Management	6	Demand Planning & Forecasting (O)(A)*	6
CRM	6	International Finance	6		
Services Marketing	6	Project Finance	6		
Integrated Marketing Communication	6				
HR ELECTIVES		ANALYTICS ELECTIVES		OPEN ELECTIVES	
Title	Term	Title	Term	Title	Term
Personal/Interpersonal Skill Enhancement through Self Awareness	4	Business Intelligence	4	Contemporary Pricing Strategies	6
Compensation Management	4	Machine Learning	4	Game Theory and Public Policy	6
Leadership	5	Marketing & Retail Analytics * (M)(A)	4		
Performance Management	5	Deep Learning & Natural Language Processing	5		
Talent Acquisition	6	Web and Social Media Analytics* (M)(A)	5		
Negotiation and Bargaining	6	Big Data & Cloud Analytics for Managers	6		
		Financial Risk Analytics	6		
		Demand Planning & Forecasting (O)(A)*	6		

## 8 Recognition of outstanding students

The Institute uses the Cumulative Grade Point Average (CGPA) criteria to identify candidates with academic excellence upon graduation. The following awards will be given:

Award	CGPA Criteria
Summa cum Laude	3.75 and above
Magna cum Laude	Between and including 3.25 and 3.74
Cum Laude	Between and including 3.01 and 3.24

Summa Cum Laude, Magna Cum Laude and Cum Laude are Latin awards adopted from the American education system, and can be translated as with Highest Distinction (direct translation: “with highest praise”), with High Distinction (direct translation: “with great praise”), and with Distinction (direct translation: “with praise”), respectively. These awards will be noted on the student’s transcript. The students will also be awarded a certificate in recognition of their scholastic achievement.

### Award of Medals

Apart from the above, the outstanding students will also be eligible for the following medals, subject to the student not being named in any Disciplinary/Unfair Means Case.

1. **Gold Medal for Academic Excellence** given to the top performer in Academics
2. **Dr Bala V Balachandran’s Medal for the Best Outgoing Student** given to the student who is among the top 10% of the class academically and has exhibited excellence in other non-academic activities.
3. **Medal for Domain Toppers** in all the specialization areas given to the top scorers in academics in the specialization areas.
4. **Medal for outstanding contribution** to be given to students who have distinguished themselves in their respective student committee/club bodies.

End of Part II