

List of Subjects Available January – March 2018

Rajagiri Business School

Trimester VI PGDM 2016 – 18 Batch

- MARKETING** : Retail Management
 Brand Management
 Integrated Marketing Communication
- FINANCE** : Project Finance & Capital Budgeting
 Corporate Restructuring
 Financial and Capital Market Services
- BUSINESS INTELLIGENCE** : E-Commerce
 Software Project management
- OPERATIONS** : Project Management
 Maintenance Management
- HR** : Global HRM
 Strategic HRM
 People Capable Maturity Model
- IB** : International Shipping and Transport
 Export and Import Procedures and Documentation

	Trimester 3	credits
CRT3001	Marketing Management – II	3
CRT3002	Corporate Finance	3
CRT3003	Human Resource Management	3
CRT3004	Operations Management - II	3
CRT3005	Management Information System	2
CRT3006	Research Methodology	3
CRT3007	Business Ethics and Corporate Governance	3