PGDM Curriculum

The two-year, full-time PGDM program provides the intellectual discovery and expert faculty combined with the flexibility to customize coursework to achieve your goals. After the first-trimester core, you can choose your electives to prepare you for complex leadership challenges that combine industry expertise with critical management skills.

Begin with core: your team

During your first trimester here you'll be carefully grouped into smaller teams. These teams move through the core trimester together, creating a strong, supportive bond that lasts throughout the PGDM experience, and beyond.

View Core Curriculum

Beyond Core: Electives, Certificates, and more

After the first-trimester core, you have five trimesters to create a program that's right for you. In total, you'll complete 15 electives. You also take up to three-month summer-intership with corporate. Students also write a thesis in their second year.

Working in-campus with students and faculty from various entrepreneurial venture is one of the most exciting opportunities at Firebird. Firebird offers and support Certificate courses so you can focus your studies and dive deep into what interests you.

Marketing Elective	Finance Elective	HR Elective
Analytics Elective	Operation Elective	

View Elective Courses

Which PGDM Track is right for you? *Download*

PGDM Courses

Core Courses

Introduction to Management
Basics of Accounting
Quantitative Foundation
Language Competency
Introduction to Excel
Organisational Behaviour
Business Economics
Marketing Management
Financial Reporting, Statements and Analysis
Quantitative Techniques I
Introduction to Business Analytics
Human Resources Management
Computer Applications for Business
Business Communication
Quantitative Techniques II
Financial Markets
Corporate Finance
Operations Management
Business Research Methods
Business Plan Writing and Pitching
Summer Internship Project
Project Management
Creative Thinking and Innovation
Corporate Strategy
Business Dissertation I
International Business
Business Dissertation II
Business Simulation

Core Electives

Data Visualization and Predictive Analytics
Cost and Management Accounting
Sales and Distribution Management
Leadership
Talent Management and Acquisition
Security Analysis and Portfolio Management
Machine Learning and Application I
Logistics Management

Elective Courses

Marketing

Consumer Behaviour
Integrated Marketing Communication
Product & Brand Management
Marketing Analytics
Rural Marketing
Business to Business Marketing
Pricing Management
Services marketing

Finance

Commercial Banking
Mergers, Acquisitions and Corporate Restructuring
International Finance
Financial Derivatives
Fintech for Financial services
Insurance and Risk Management
Strategic Financial Management
Financial Modelling

Industrial Relations and Labour Laws
Performance Management & Competency Mapping
Change Management
HR Analytics
International HRM
Strategic HRM
Training & Development
Emotional Intelligence & Leadership

Analytics

Machine Learning and Application II
Artificial Intelligence and Deep Learning
Social Media and Web Analytics
Big Data Analytics
Analytics in Healthcare Management
Managing Digital Innovation and Transformation
Customer Analytics
Enterprise Business Applications

Operations

Supply Chain Management
Sales and Operation Planning
Quality Management
Lean Management
Service Operations Management
Theory of Constraints
Supply Chain Analytics
Integrated Materials Management

TRACKS

PGDM Tracks

Tracks for Students cateer paths

which is for you?

MARKETING

Commercial Banking
Mergers, Acquisitions and Corporate Restructuring
International Finance
Financial Derivatives
Fintech for Financial services
Insurance and Risk Management
Strategic Financial Management
Financial Modelling
Cost and Management Accounting
Sales and Distribution Management

Marketing Management
Financial Reporting, Statements and Analysis
Financial Markets

FINANCE

Consumer Behaviour
Integrated Marketing Communication
Product & Brand Management
Marketing Analytics
Rural Marketing
Business to Business Marketing
Pricing Management
Services marketing
Security Analysis and Portfolio Management

MARKETING

Commercial Banking
Mergers, Acquisitions and Corporate Restructuring
International Finance
Financial Derivatives
Fintech for Financial services
Insurance and Risk Management
Strategic Financial Management
Financial Modelling
Cost and Management Accounting
Sales and Distribution Management

Marketing Management
Organisational Behaviour
Human Resources Management

HR

Industrial Relations and Labour Laws
Performance Management & Competency Mapping
Change Management
HR Analytics
International HRM
Strategic HRM
Training & Development
Emotional Intelligence & Leadership
Leadership
Talent Management and Acquisition

MARKETING

Commercial Banking
Mergers, Acquisitions and Corporate Restructuring
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Insurance and Risk Management
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Financial Modelling
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Sales and Distribution Management

Marketing Management
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Quantitative Techniques II

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Marketing Management
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Introduction to Business Analytics

Analytics

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Social Media and Web Analytics
Big Data Analytics
Analytics in Healthcare Management
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Customer Analytics
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Data Visualization and Predictive Analytics
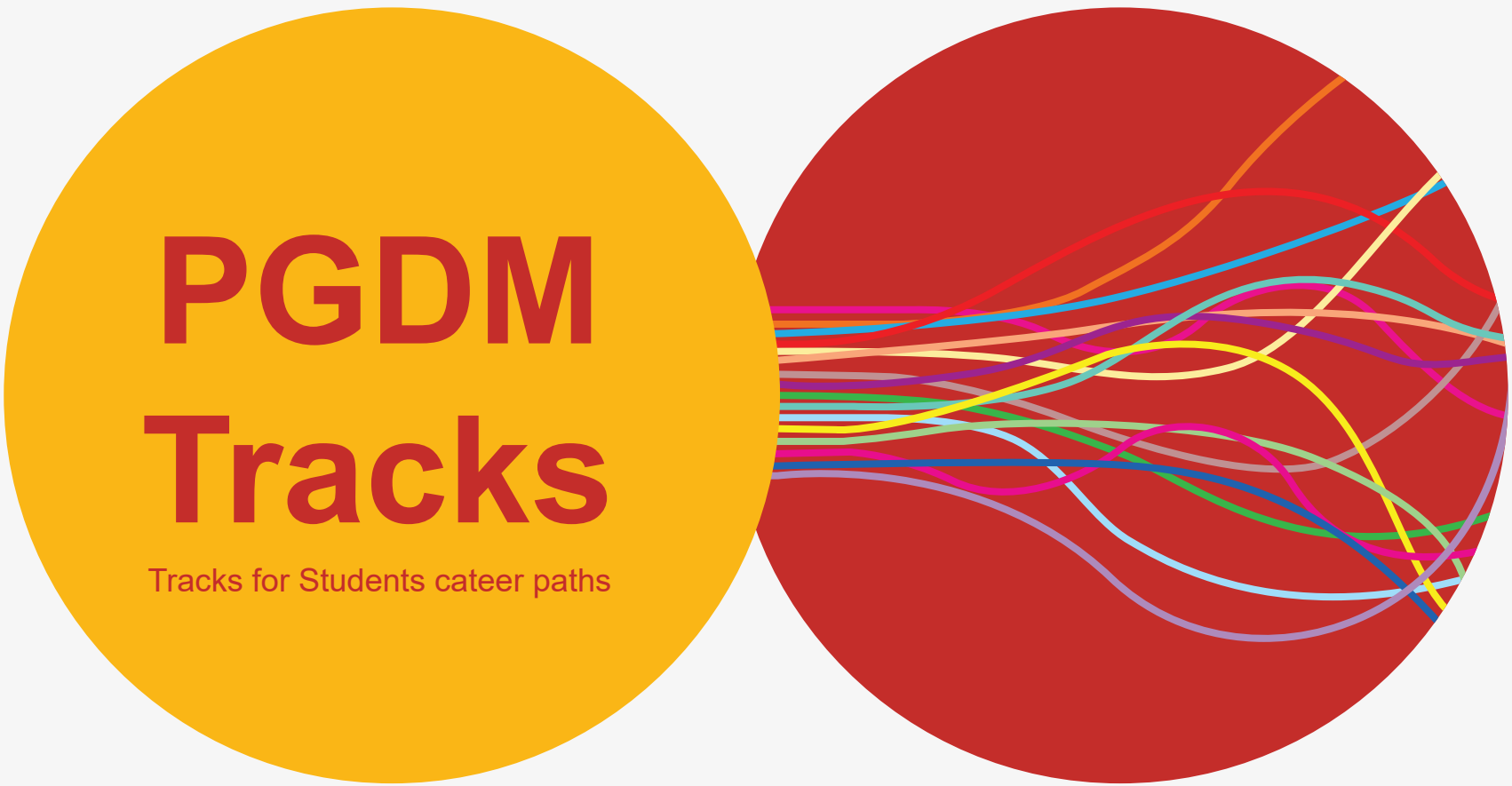Machine Learning and Application I

Analytics

Machine Learning and Application II
Artificial Intelligence and Deep Learning
Social Media and Web Analytics
Big Data Analytics
Analytics in Healthcare Management
Managing Digital Innovation and Transformation
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Enterprise Business Applications
Data Visualization and Predictive Analytics
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Financial Markets

FINANCE

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Product & Brand Management
Marketing Analytics
Rural Marketing
Business to Business Marketing
Pricing Management
Services marketing
Security Analysis and Portfolio Management

HR

Industrial Relations and Labour Laws
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Change Management
HR Analytics
International HRM
Strategic HRM
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Emotional Intelligence & Leadership
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Organisational Behaviour
Human Resources Management
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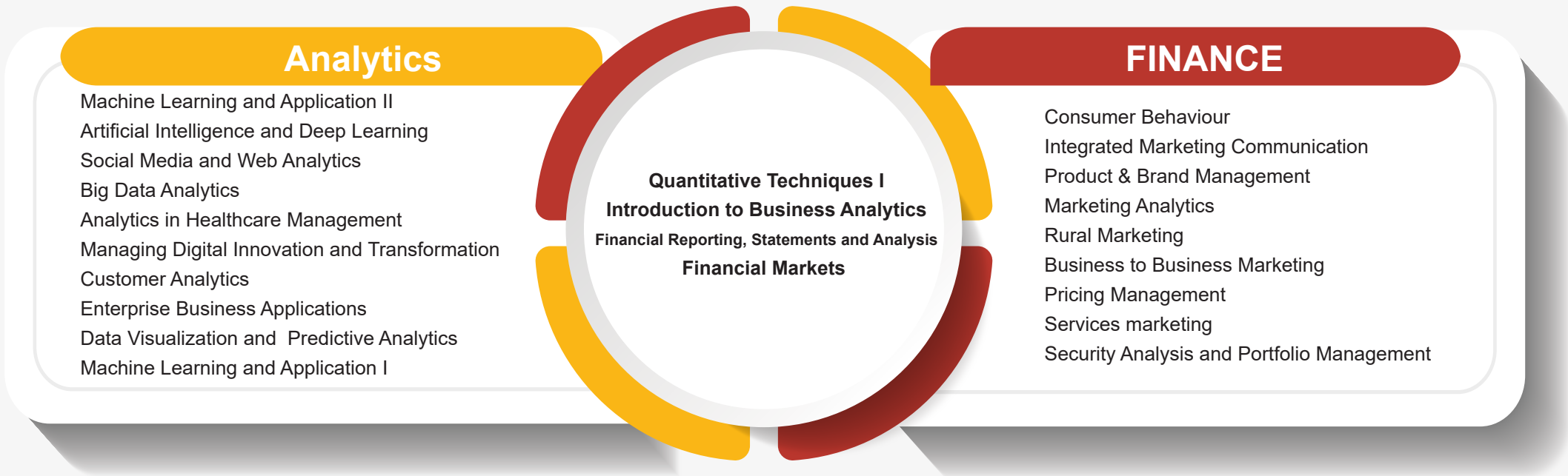Machine Learning and Application I

Operations

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Theory of Constraints
Supply Chain Analytics
Integrated Materials Management
Logistics Management

Quantitative Techniques I
Quantitative Techniques II
Introduction to Business Analytics

Analytics

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Data Visualization and Predictive Analytics
Machine Learning and Application I

Corporate Experience

One third of the program (70%) spent at corporate is a new endeavor powered at Firebird. The idea was revolutionary and ambitious. The Program is a bridge between the teachings of the School and the real-world application of this knowledge. The student has the opportunity to support entrepreneurs in their ventures, and the students are offered exceptional coaching through high-level deliberation with faculty. Students offer their time and talents with start-ups, scale-ups, and SMEs, to help them address the numerous business challenges. This venture addresses the challenges of businesses that are grappling with leadership, operational, and strategic matters

The Peer to peer sessions with business leaders;   Expert advice from the Network and entrepreneurship experts; Opportunities for access to investment; Access to professional networks and business leaders; internships offered; skill development and advice from the mentors provide professional exposure, with a perspective of generating internship and future job opportunities.

The Vision of Firebird is to develop innovative leaders who generate ideas that advance management practice. leadership emerges organically among students as the problems they're working on require it. the ability to identify and articulate a cool problem that will inspire people to contribute their best efforts.

It's the kind of leadership that emerges when someone is intrigued by a difficult problem, develops the determination to see it solved, and recognizes that will never happen by his or her efforts alone. Leadership is a choice that at some point they are forced to make, and a necessity they finally step up to, with a team that pushes boundaries — technical, scientific, organizational, artistic.

Students develop

·   A passion for hard problems that tend to require them to step into a leadership role.

·   A combination of top-level technical expertise for the problem and knowledge of the other domains across which their expertise must contribute.

·   A willingness to step-up as a leader when their talents are most needed for the task and someone else's talents become more relevant as the project proceeds.

·   Placing a higher premium on getting the work done rather than the designation.

·   A focus on their teams' social and emotional needs.

·   Decisions are driven by data

Analytics

- Machine Learning and Application II
- Artificial Intelligence and Deep Learning
- Social Media and Web Analytics
- Big Data Analytics
- Analytics in Healthcare Management
- Managing Digital Innovation and Transformation
- Customer Analytics
- Enterprise Business Applications
- Data Visualization and Predictive Analytics
- Machine Learning and Application I

(Center)
Quantitative Techniques I
Introduction to Business Analytics
Financial Reporting, Statements and Analysis
Financial Markets

FINANCE

- Consumer Behaviour
- Integrated Marketing Communication
- Product & Brand Management
- Marketing Analytics
- Rural Marketing
- Business to Business Marketing
- Pricing Management
- Services marketing
- Security Analysis and Portfolio Management

HR

- Industrial Relations and Labour Laws
- Performance Management & Competency Mapping
- Change Management
- HR Analytics
- International HRM
- Strategic HRM
- Training & Development
- Emotional Intelligence & Leadership
- Leadership
- Talent Management and Acquisition

(Center)
Organisational Behaviour
Human Resources Management
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Introduction to Business Analytics

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- Big Data Analytics
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- Customer Analytics
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Operations

- Supply Chain Management
- Sales and Operation Planning
- Quality Management
- Lean Management
- Service Operations Management
- Theory of Constraints
- Supply Chain Analytics
- Integrated Materials Management
- Logistics Management

(Center)
Quantitative Techniques I
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