



# PGDMM SYLLABUS

**IACC:-0549**

**Eligibility :** Graduation with 3 yrs supervisory / managerial experience or Master's Degree in any Discipline

**Fee Per Year : 16000/-**

<b>Paper Code</b>	<b>Paper Title</b>
PGDMM-101	Business Environment
PGDMM-102	Organization Behaviour
PGDMM-103	Managerial Economics
PGDMM-104	Consumer Behaviour
PGDMM-105	Sales & Promotion Management
PGDMM-106	Service Marketing
PGDMM-107	Product & Brand Management
PGDMM-108	Retail Management