



About the Program

GICED offers an 18 months Post Graduate Diploma in Business Management, affiliated with Mumbai University.

Program Structure:

1st & 2nd Semesters- General Management

3rd Semester: Specialization

- **Sales & Marketing**
- **Finance**
- **Human Resource**
- **Digital Marketing**

Mumbai University

Post Graduate Diploma in Business Management

Call: 7666917726

Course Structure

Semester Ist & IInd

General Management

Semester IIIrd Specialization

- Sales & Marketing
- Human Resource
- Finance
- Digital Marketing

Program Highlights

- ✓ Weekend Classes
- ✓ Digital Study Material
- ✓ EMI Option
- ✓ Strong Industry acceptance
- ✓ International Acceptance

Fee Structure

Total program Fee: Rs. 1,75,000/-
Registration Fee: Rs. 1000/-
Examination Fee: Rs. 800/-
Easy EMI Option Available

Course Duration

18 Months



**Garware Institute of Career
Education and Development**

University of Mumbai,
Vidyanagari, Santacruz (East),
Mumbai- 98
Tel: 022- 26530258/59/63
Mobile: 7666917726
www.gicedu.co.in

Course Structure

General Management

SEMESTER I	SEMESTER II
Principles of Management	Strategic Management
Business Communication	International Marketing
Managerial Economics	Information Technology
Financial Management	Research Methodology/ Quantitative Techniques
Human Resource Management	Global Business Environment
Marketing Management	Cost Accounting

Specialization

Sales & Marketing Management

SEMESTER III
Marketing Strategy
Integrated Marketing Communication
Consumer and Industrial Buying Behavior
Sales Management and Sales Promotion
Product and Brand Management
Financial aspects of Marketing
Service Marketing
Marketing Research and Analysis



Finance Management

SEMESTER III
Advance Financial Management & Strategic Cost Management
Security Analysis and Portfolio Management
Corporate Valuation
Corporate Law
Financial Markets and Institutions
Derivatives and Risk Management

Human Resource Management

SEMESTER III
Organizational Theories and Structure Designs
Training and Development; Building & Learning Organisation
Introduction to Industrial Relation and Labour Law; HRP & HRA; Labour Legislation
Competency and Performance Management
Compensation and Benefits
Organization Development
Quantitative Techniques in HR

Digital Marketing Management

SEMESTER III
Integrated Marketing
Web and Mobile Application(Design and Development)
Search Marketing
Social Media Marketing
Mobile Marketing
E Commerce Marketing
Analytics and Data Visualization, Business Tools