IITDM
INTERNATIONAL INSTITUTE OF TECHNOLOGY, DESIGN AND MANAGEMENT VISAKHAPATNAM

PGDM ADMISSIONS
BATCH 2027–29

POST GRADUATE DIPLOMA IN MANAGEMENT

Lead with data, design and purpose.



A two-year, full-time PGDM where you build a shared management foundation, then go deep in one of six majors.

6 Majors

6 Minors

102 Credits

8 wks Summer internship

AICTE-APPROVED · AUTONOMOUS

VISAKHAPATNAM

WELCOME

A management education built for the decade ahead

The PGDM at IITDM Visakhapatnam is a two-year, four-semester, full-time program of 102 credits. Year 1 builds a common management foundation. Year 2 combines a major of your choice, a minor from another domain, an open elective, a summer internship and a capstone project, so you graduate with depth and range.

OUR VISION

To be a globally recognised B-School that develops ethical, analytical and globally aware leaders who create value for business and society.

OUR MISSION

01 Deliver a rigorous, multidisciplinary and outcome-based curriculum.

02 Build industry-ready skills through live projects, internships and mentoring.

03 Nurture ethical leadership rooted in Indian values and global standards.

04 Promote research, innovation and entrepreneurship.

05 Contribute to inclusive and sustainable development.

THREE BELIEFS BEHIND THE DESIGN

01
Learn by doing

Managers learn best by doing real work with real stakeholders.

02
Depth on a shared base

Specialisation is more valuable when built on a shared foundation.

03
Tech with responsibility

Technology and responsibility must be learned together, not separately.

THE PROGRAM AT A GLANCE

Two years. One shared foundation. Your own specialisation.



2 Years, full time	**4** Semesters	**102** Credits
6 Majors to choose from	**6** Minor tracks	**8 wks** On-site summer internship

YOUR LEARNING JOURNEY

SEMESTER I	SEMESTER II	SUMMER	SEMESTER III	SEMESTER IV
Foundation	**Integration**	**Internship**	**Specialisation**	**Mastery**
Core disciplines, data fluency and design thinking	Functional depth, analytics and a live industry project	Eight weeks on site with an organisation	Major, minor and strategic management	Major, open elective, leadership and capstone

HOW YOUR 102 CREDITS ADD UP

Credits = Lecture + Tutorial + Practical ÷ 2

Core courses	51	Major (7 courses)	21
Minor (3 courses)	9	Summer internship	6
Capstone project	6	Skill and value-added	6
Open elective	3		

YEAR 1 · FOUNDATION

Every function, every lens, before you specialise



Twenty core courses give you a common grounding across economics, finance, marketing, people, operations, analytics and law, alongside skill courses in communication, data, design thinking and Indian knowledge systems.

Semester I

24 credits

PGM101	Managerial Economics	3
PGM102	Financial Accounting	3
PGM103	Marketing Management	3
PGM104	Organisational Behaviour	3
PGM105	Business Statistics	3
PGM106	Business Communication	2
PGM107	Data Fluency for Managers	2
PGM108	Indian Ethos and Knowledge Systems	2
PGM109	Design Thinking and Problem Solving	2
PGM110	Community Immersion	1

Semester II

27 credits

PGM201	Corporate Finance	3
PGM202	Human Resource Management	3
PGM203	Operations and Supply Chain Mgmt.	3
PGM204	Business Analytics	3
PGM205	Management Accounting	3
PGM206	Business Law and Corporate Governance	3
PGM207	Research Methods	3
PGM208	AI and Emerging Technology	2
PGM209	Sustainability, ESG and Resp. Business	2
PGM210	Live Industry Project	2

LEARNING BEYOND THE CLASSROOM

Community Immersion

A field-based engagement with a community, NGO or local enterprise to build empathy and an understanding of grassroots realities.

Design Thinking

A human-centred, structured approach to defining ambiguous problems and prototyping solutions.

Live Industry Project

A consulting-style project with a partner organisation, solving a real business problem under joint faculty and industry guidance.

AI for Managers

A practical grounding in AI, generative AI and emerging technologies, and how to adopt them responsibly.

YEAR 2 · SPECIALISATION

Choose a major. Add a minor. Make it your own.



Every student takes one major of seven courses (21 credits) and one minor of three courses (9 credits) from a different major, so your transcript reads **PGDM (Major) with Minor in (track)**.

Semester III — 27 credits

Summer internship	Strategic Mgmt.	Major × 4 courses	Minor × 2
6 cr	3 cr	12 cr	6 cr

Semester IV — 24 credits

Leadership	Major × 3 courses	Minor	Open elective	Capstone project
3 cr	9 cr	3 cr	3 cr	6 cr

Summer Internship

8 WEEKS · 6 CREDITS

A full-time placement in a business, public or social-sector organisation, applying classroom learning to real work and ending in a project report.

Capstone Project and Viva

6 CREDITS

A mentored, industry-linked project that brings core and specialisation learning together with research-grade rigour, defended before an external examiner.

Open elective

3 CREDITS

Take a course from another specialisation, an approved SWAYAM/NPTEL course or an institute interdisciplinary course.

SIX MAJORS, EXPLORED OVER THE NEXT TWELVE PAGES

A — Business Analytics and AI — Pages 6–7

B — Finance and Fintech — Pages 8–9

C — Marketing and Digital Business — Pages 10–11

D — HR Management and People Analytics — Pages 12–13

E — Operations and Supply Chain Management — Pages 14–15

F — Entrepreneurship, Innovation and Sustainability — Pages 16–17

MAJOR A

Business Analytics and AI

Turn data into decisions, and govern the AI that makes them.

7	21	12	9
Courses	Credits	Credits in Sem III	Credits in Sem IV

For managers who want to work hands-on with data. You code in Python and R, build and evaluate machine-learning models, forecast and optimise, design generative-AI workflows and learn to tell the story behind the numbers, all within India's data-protection law and responsible-AI practice. The year ends with a practicum that delivers an end-to-end solution for a real client.

YOU WILL GRADUATE ABLE TO

1. Build and deploy analytical and machine-learning models for business problems.
2. Communicate insights through effective visualisation and data storytelling.
3. Govern data and AI systems responsibly under privacy and ethics norms.

SIGNATURE EXPERIENCE · PGA403

Analytics Practicum

Teams scope, build and deliver an end-to-end analytics solution on a real dataset for a real client, with 60 hours of team build sessions on modelling, dashboarding, validation and documentation.

LABS AND TOOLS

Python · R · pandas · scikit-learn · PuLP · Excel Solver · Power BI · Tableau · GitHub · RAG prototypes · Low-code agents

LEARNING MIX

60% hands-on practical



WHERE IT LEADS

Analyst roles in any function, analytics consulting, product and strategy teams.

MAJOR A · COURSE MAP

Seven courses, 21 credits

A

SEMESTER III · 4 COURSES · 12 CREDITS

PGA301
L-T-P 1-0-4
3 credits

Python and R for Business Analytics

Programming proficiency for data wrangling, analysis and visualisation in Python and R.

Programming Basics · Data Wrangling · Exploratory Analysis · Statistical Modelling · Reproducible Workflows

PGA302
L-T-P 2-0-2
3 credits

Machine Learning for Managers

Supervised and unsupervised learning, and how managers evaluate and deploy models.

ML Foundations · Supervised Learning · Unsupervised Learning · Evaluation and Tuning · Deployment Basics

PGA303
L-T-P 2-0-2
3 credits

Predictive and Prescriptive Analytics

Forecasting and optimisation methods that support planning and resource allocation.

Forecasting · Optimisation · Integer and Network Models · Simulation · Decision Analysis

PGA304
L-T-P 2-0-2
3 credits

Generative AI and Prompt Strategy for Business

How organisations design, evaluate and govern generative-AI workflows and applications.

LLM Foundations · Prompt Engineering · Applications · Agents and Automation · Governance and Value

SEMESTER IV · 3 COURSES · 9 CREDITS

PGA401
L-T-P 1-0-4
3 credits

Data Visualisation and Storytelling

Designing clear, honest visuals and compelling data narratives for executives.

Visual Principles · Dashboard Design · Tooling · Data Storytelling · Ethics of Visualisation

PGA402
L-T-P 3-0-0
3 credits

Data Governance, Privacy and Responsible AI

Governing data and AI systems in line with Indian law and global practice.

Data Governance · Privacy Law · Responsible AI · Security and Risk · AI Governance Frameworks

PGA403
L-T-P 0-1-4
3 credits

Analytics Practicum

Teams deliver an end-to-end analytics solution for a real dataset and client.

Problem Scoping · Build · Deliver

L-T-P = lecture, tutorial and practical hours per week; every course also includes guided self-study.

MAJOR B

Finance and Fintech

Value companies, manage risk and build the future of money.

7	21	12	9
Courses	Credits	Credits in Sem III	Credits in Sem IV

Finance taught with an Indian market lens. You analyse securities and build portfolios, model three statements and value firms, price derivatives and manage enterprise risk, and learn how banks, insurers and regulators work. Semester IV moves to the frontier: fintech from UPI to blockchain, deal-making in M&A, and how capital is steered toward sustainable activity.

YOU WILL GRADUATE ABLE TO

1. Value assets and firms and build financial models for investment and corporate decisions.
2. Measure and manage market, credit and regulatory risk in banks and corporates.
3. Evaluate fintech and sustainable-finance solutions within India's regulatory framework.

SIGNATURE EXPERIENCE · PGB302

Financial Modelling Lab

Sixty hours at the spreadsheet: three-statement models, DCF valuation, comparables and scenario analysis, ending in an investment memo, the core toolkit of banking, research and corporate finance roles.

LABS AND TOOLS

Excel modelling · Damodaran datasets · NSE simulators · Screener.in · NPCI UPI data · RBI and SEBI circulars · Bloomberg / Refinitiv labs*

LEARNING MIX

25% hands-on practical



WHERE IT LEADS

Corporate finance, investment research, banking, fintech product and risk roles.

MAJOR B · COURSE MAP

Seven courses, 21 credits

B

SEMESTER III · 4 COURSES · 12 CREDITS

PGB301
L-T-P 2-1-0
3 credits

Investment Analysis and Portfolio Management

Security analysis and portfolio construction with an Indian market lens.

Investment Environment · Equity Analysis · Fixed Income · Portfolio Theory · Behavioural Finance and Ethics

PGB302
L-T-P 1-0-4
3 credits

Financial Modelling and Valuation

Spreadsheet modelling and valuation skills used in banking, research and corporate finance.

Modelling Foundations · Three-Statement Models · DCF Valuation · Relative Valuation · Risk Analysis and Reporting

PGB303
L-T-P 2-1-0
3 credits

Financial Markets, Derivatives and Risk Management

Derivatives and enterprise risk management for banks and corporates.

Markets and Institutions · Futures and Forwards · Options · Swaps and Structured Products · Risk Management

PGB304
L-T-P 3-0-0
3 credits

Banking, Insurance and Regulatory Frameworks in India

How banks, insurers and regulators operate and how compliance shapes financial services.

Financial System · Commercial Banking · Capital Adequacy and Risk · Insurance · Compliance and Consumer Protection

SEMESTER IV · 3 COURSES · 9 CREDITS

PGB401
L-T-P 2-0-2
3 credits

Fintech, Digital Payments and Blockchain Applications

Technology-driven financial innovation, from UPI to blockchain, and its regulation.

Fintech Landscape · Digital Payments · Digital Lending and Wealthtech · Blockchain and Crypto · Regulation and Risk

PGB402
L-T-P 2-1-0
3 credits

Mergers, Acquisitions and Corporate Restructuring

Deal strategy, valuation, financing, regulation and integration in M&A.

M&A Strategy · Valuation and Structuring · Regulation · Restructuring · Integration

PGB403
L-T-P 2-1-0
3 credits

Sustainable and Green Finance

How markets and banks fund sustainable activities and manage climate-related financial risk.

Foundations · Instruments · Risk Management · Disclosure and Ratings · India Context

L-T-P = lecture, tutorial and practical hours per week; every course also includes guided self-study.

MAJOR C

Marketing and Digital Business

Understand the Indian consumer. Grow brands online, in metros and in rural markets.

7	21	12	9
Courses	Credits	Credits in Sem III	Credits in Sem IV

Marketing for a market that is digital, platform-driven and still deeply local. You study why Indian consumers choose and stay loyal, run search, social and performance campaigns, build brands in a creator-led media world and use analytics for segmentation, retention and ROI. Semester IV covers e-commerce and platforms, including ONDC and quick commerce, sales leadership, and rural and emerging-market marketing.

YOU WILL GRADUATE ABLE TO

1. Generate consumer insight and design brand and integrated marketing strategies.
2. Plan, run and measure digital, performance and platform-based growth.
3. Lead sales, channel and market-development efforts, including rural and emerging markets.

SIGNATURE EXPERIENCE · PGC302 · PGC403

Campaign Lab and Rural Immersion

Sixty hours running SEO audits, Google Ads and social campaign simulations, GA4 dashboards and A/B tests, plus field exercises in rural markets: surveys, haat and retail audits and vernacular communication design.

LABS AND TOOLS

Google Ads · GA4 · Meta Blueprint · HubSpot · Salesforce Trailhead · Social listening · A/B testing · CLV and RFM models · ONDC

LEARNING MIX

44% hands-on practical



WHERE IT LEADS

Growth, brand, digital marketing, e-commerce, sales and key-account roles.

Seven courses, 21 credits

C

SEMESTER III · 4 COURSES · 12 CREDITS

PGC301
L-T-P 3-0-0
3 credits

Consumer Behaviour and Insights

Why consumers choose, buy and stay loyal, with emphasis on Indian consumers and behavioural insight.

Foundations · Psychology · Social and Cultural Influences · Behavioural Economics · Insight Methods and Ethics

PGC302
L-T-P 1-0-4
3 credits

Digital Marketing, SEO and Performance Marketing

Hands-on skills to plan, run and optimise paid, owned and earned digital campaigns.

Digital Strategy · Search · Social and Content · Performance Marketing · Measurement and Compliance

PGC303
L-T-P 2-0-2
3 credits

Brand Management in the Social Media Era

Building, measuring and protecting brands in networked, creator-driven media.

Brand Foundations · Brand Strategy · Brand Communication · Brand Measurement · Reputation and Purpose

PGC304
L-T-P 2-0-2
3 credits

Marketing Analytics and CRM

Data and analytics for segmentation, personalisation, retention and marketing ROI.

Marketing Metrics · Segmentation and Targeting · Predictive Models · CRM Strategy · Attribution and Mix

SEMESTER IV · 3 COURSES · 9 CREDITS

PGC401
L-T-P 2-1-0
3 credits

E-commerce and Platform Business Models

How marketplaces and platforms create and capture value, including ONDC and quick commerce.

E-commerce Models · Platform Economics · Growth Strategy · Operations and Experience · Regulation

PGC402
L-T-P 2-0-2
3 credits

Sales Leadership and Key Account Management

Leading sales teams and managing strategic customer relationships.

Sales Strategy · Selling Skills · Negotiation · Key Account Management · Sales Management

PGC403
L-T-P 2-0-2
3 credits

Rural and Emerging-Market Marketing

Marketing to rural, semi-urban and low-income consumers in India and other emerging markets.

Market Overview · Consumer Insight · Product, Price and Distribution · Communication · Inclusion and Impact

L-T-P = lecture, tutorial and practical hours per week; every course also includes guided self-study.

MAJOR D

HR Management and People Analytics

Build the workforce, and the workplace, of tomorrow.

7	21	12	9
Courses	Credits	Credits in Sem III	Credits in Sem IV

Human resource management for organisations that run on data and on trust. You plan workforces and hire well, design performance and reward systems, master India's labour laws and industrial relations, and build learning that measurably works. Semester IV adds people analytics and HR technology, organisation development and change, and building inclusive, psychologically safe and healthy workplaces.

YOU WILL GRADUATE ABLE TO

1. Design talent acquisition, performance and reward systems.
2. Apply people analytics and HR technology to workforce decisions.
3. Apply labour law and lead change, inclusion and wellbeing initiatives.

SIGNATURE EXPERIENCE · PGD401

People Analytics Lab

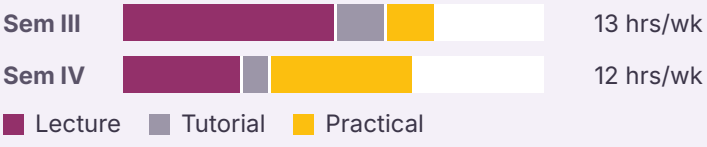
Sixty hours building HR dashboards and attrition models and practising on HRIS and applicant-tracking sandboxes, with vendor platforms such as Workday, SAP SuccessFactors or Darwinbox where available.

LABS AND TOOLS

- Excel and Power BI
- HRIS and ATS sandboxes
- Attrition models
- Pay-structure design
- Kirkpatrick evaluation
- Mock domestic enquiry
- Change simulations

LEARNING MIX

32% hands-on practical



WHERE IT LEADS

HR business partnering, people analytics, talent acquisition, L&D and employee-relations roles.

Seven courses, 21 credits

D

SEMESTER III · 4 COURSES · 12 CREDITS

PGD301
L-T-P 2-1-0
3 credits

Talent Acquisition and Workforce Planning

Forecasting talent needs and attracting, assessing and onboarding the right people.

Workforce Planning · Sourcing · Selection · Onboarding and Retention · Hiring Analytics and Compliance

PGD302
L-T-P 2-1-0
3 credits

Performance and Compensation Management

Designing performance and reward systems that drive engagement and fairness.

Performance Management · Feedback and Coaching · Compensation Basics · Incentives and Benefits · Compliance and Equity

PGD303
L-T-P 3-0-0
3 credits

Labour Laws and Industrial Relations

Legal and practical knowledge of employment regulation and industrial relations in India.

Labour Law Framework · Wages and Social Security · Industrial Relations · Occupational Safety · Dispute Resolution

PGD304
L-T-P 2-0-2
3 credits

Learning, Development and Capability Building

Assessing learning needs, designing interventions and measuring their impact.

Needs Analysis · Instructional Design · Delivery · Leadership and Talent Development · Evaluation

SEMESTER IV · 3 COURSES · 9 CREDITS

PGD401
L-T-P 1-0-4
3 credits

People Analytics and HR Technology

Data-driven HR, HR information systems and responsible use of AI in people decisions.

HR Metrics · Descriptive and Diagnostic Analytics · Predictive People Analytics · HR Technology · Ethics and Privacy

PGD402
L-T-P 2-0-2
3 credits

Organisation Development and Change Management

Diagnosing organisations and leading planned change and transformation.

OD Foundations · Diagnosis · Interventions · Change Leadership · Sustaining Change

PGD403
L-T-P 2-1-0
3 credits

Diversity, Inclusion and Employee Wellbeing

Building inclusive, psychologically safe and healthy workplaces.

Diversity Foundations · Inclusive Practices · Wellbeing · Legal Framework · Measurement and Culture

L-T-P = lecture, tutorial and practical hours per week; every course also includes guided self-study.

MAJOR E

Operations and Supply Chain Management

Design supply chains that are lean, resilient and green.

7	21	12	9
Courses	Credits	Credits in Sem III	Credits in Sem IV

Operations for an India building world-class logistics. You align supply chain strategy with business strategy, design networks, run transport, warehousing and last-mile delivery under the National Logistics Policy, source strategically and strip out waste with Lean Six Sigma. Semester IV adds supply chain analytics and digital twins, project management, and circular, low-emission operations.

YOU WILL GRADUATE ABLE TO

1. Design and optimise supply chain networks, logistics and sourcing.
2. Apply lean, Six Sigma and project management to improve performance.
3. Use analytics, digital twins and circular practices for resilient, sustainable operations.

SIGNATURE EXPERIENCE · PGE401

Supply Chain Analytics Lab

Sixty hours on demand forecasting, inventory analytics and network optimisation, ending in a working digital-twin prototype built in SimPy or AnyLogic.

LABS AND TOOLS

- Python (PuLP, SimPy)
- AnyLogic
- Value-stream mapping
- SPC and DMAIC
- MS Project / ProjectLibre
- Jira or Trello
- GeM portal
- openLCA

LEARNING MIX

32% hands-on practical



WHERE IT LEADS

Supply chain planning, logistics, procurement, quality and project management roles.

Seven courses, 21 credits

E

SEMESTER III · 4 COURSES · 12 CREDITS

PGE301
L-T-P 2-1-0
3 credits

Supply Chain Strategy and Network Design

Aligning supply chain strategy with business strategy and designing efficient, resilient networks.

Strategy Fit · Network Design · Coordination · Risk and Resilience · Contemporary Issues

PGE302
L-T-P 2-1-0
3 credits

Logistics, Warehousing and Last-Mile Delivery

Transport, warehousing and last-mile design under India's logistics policy and e-commerce growth.

Logistics Basics · Transportation · Warehousing · Last-Mile and Reverse Logistics · Policy and Performance

PGE303
L-T-P 2-1-0
3 credits

Procurement and Supplier Relationship Management

Strategic sourcing, negotiation and supplier management across categories.

Procurement Strategy · Sourcing Process · Negotiation and Contracts · Supplier Management · Responsible Sourcing

PGE304
L-T-P 2-0-2
3 credits

Lean, Six Sigma and Quality Management

Tools to remove waste and variation using lean and Six Sigma methods.

Lean Thinking · Six Sigma Define and Measure · Analyse and Improve · Control · Quality Systems

SEMESTER IV · 3 COURSES · 9 CREDITS

PGE401
L-T-P 1-0-4
3 credits

Supply Chain Analytics and Digital Twins

Analytics, optimisation and simulation for planning and controlling supply chains.

Supply Chain Data · Forecasting and Inventory Analytics · Optimisation · Simulation and Digital Twins · AI in Supply Chains

PGE402
L-T-P 2-0-2
3 credits

Project Management

Structured planning, scheduling, risk and delivery skills for projects of all sizes.

Project Foundations · Planning · Cost and Risk · Agile and Hybrid · Closure and Governance

PGE403
L-T-P 3-0-0
3 credits

Sustainable and Circular Operations

Cutting waste, emissions and resource use through circular design and green supply chains.

Circular Economy · Impact Measurement · Green Operations · Reverse Supply Chains · Policy and Strategy

L-T-P = lecture, tutorial and practical hours per week; every course also includes guided self-study.

MAJOR F

Entrepreneurship, Innovation and Sustainability

Build ventures that last, and that matter.

7	21	12	9
Courses	Credits	Credits in Sem III	Credits in Sem IV

For future founders, intrapreneurs and family-business leaders. You discover and validate problems, take products from concept to launch, design social ventures and measure impact, and build ESG strategy that stands up to Indian and global reporting standards. Semester IV covers startup finance and deal terms, family-business succession, and a Venture Studio where your team builds and pitches a real venture.

YOU WILL GRADUATE ABLE TO

1. Identify, validate and launch ventures and innovations.
2. Plan startup finance, funding and valuation and manage family enterprises.
3. Embed ESG, climate and social-impact thinking in enterprises.

SIGNATURE EXPERIENCE · PGF403

Venture Studio

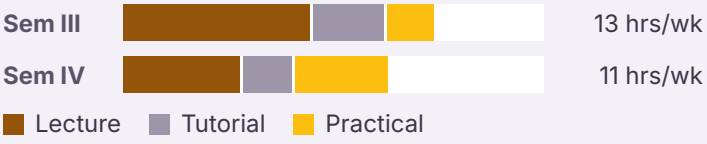
Teams build, test and pitch a real venture with mentor and incubator support: sixty hours of experiments, prototypes or pilots and metrics tracking, ending in a demo day.

LABS AND TOOLS

Customer discovery · MVP experiments · Patent search · IRIS+ impact metrics · BRSR, GRI and ISSB · Cap tables and term sheets · Pitch decks · Demo day

LEARNING MIX

25% hands-on practical



WHERE IT LEADS

Founder, product, venture and innovation, ESG and family-enterprise roles.

Seven courses, 21 credits

F

SEMESTER III · 4 COURSES · 12 CREDITS

PGF301 — L-T-P 2-0-2 — 3 credits

Venture Creation and Lean Startup

Problem discovery, validation and the first stages of building a startup.

Entrepreneurial Mindset · Customer Discovery · Business Model and MVP · Go-to-Market · Launch Readiness

PGF302 — L-T-P 2-1-0 — 3 credits

Innovation Management and Product Design

Managing innovation portfolios and developing products from concept to launch.

Innovation Fundamentals · Product Development · Technology and IP · Portfolio and Metrics · Launch and Scale

PGF303 — L-T-P 2-1-0 — 3 credits

Social Entrepreneurship and Impact Measurement

Building and evaluating ventures that deliver social and environmental impact sustainably.

Foundations · Venture Design · Legal and Funding · Impact Measurement · Scaling and Governance

PGF304 — L-T-P 2-1-0 — 3 credits

ESG Strategy, Reporting and Climate Risk

Building ESG strategy, measuring performance and reporting credibly under Indian and global standards.

ESG Strategy · Reporting Standards · Climate Risk · Governance and Assurance · Cases and Roadmaps

SEMESTER IV · 3 COURSES · 9 CREDITS

PGF401 — L-T-P 2-1-0 — 3 credits

Startup Finance, Funding and Valuation

Financial planning, fundraising and valuation for early-stage ventures.

Start-up Finance Basics · Valuation · Funding Instruments · Deal Terms · Exits and Regulation

PGF402 — L-T-P 3-0-0 — 3 credits

Family Business and Succession Management

Governance, professionalisation and succession in family enterprises.

Family Business Systems · Governance · Succession · Professionalisation · Conflict and Continuity

PGF403 — L-T-P 0-1-4 — 3 credits

Venture Studio

Teams build, test and pitch a real venture, with mentor and incubator support.

Studio Launch · Build and Test · Pitch and Pathways

L-T-P = lecture, tutorial and practical hours per week; every course also includes guided self-study.

Add a second edge from another domain

A minor is a 9-credit, three-course track from any major other than your own, so a marketer can learn analytics or a finance student can learn supply chains. Declare it at the start of Semester III; seats are allotted on CGPA after Semester II, and a minor runs with at least 15 students.

A Minor in Business Analytics and AI

Best for: Students from any major who want to add data and AI fluency.

- **PGA301** Python and R for Business Analytics
- **PGA302** Machine Learning for Managers
- **PGA401** Data Visualisation and Storytelling

Career relevance: Analyst roles in any function, product and strategy teams

B Minor in Finance and Fintech

Best for: Marketing, HR, operations and analytics students who need strong financial and fintech skills.

- **PGB301** Investment Analysis and Portfolio Management
- **PGB302** Financial Modelling and Valuation
- **PGB401** Fintech, Digital Payments and Blockchain Applications

Career relevance: Corporate finance, fintech product, investment research support

C Minor in Marketing and Digital Business

Best for: Finance, analytics, operations and entrepreneurship students who want customer and growth skills.

- **PGC301** Consumer Behaviour and Insights
- **PGC302** Digital Marketing, SEO and Performance Marketing
- **PGC401** E-commerce and Platform Business Models

Career relevance: Growth, brand, digital and e-commerce roles

D Minor in HR and People Analytics

Best for: Non-HR students who will lead teams, and analytics students interested in people data.

- **PGD301** Talent Acquisition and Workforce Planning
- **PGD302** Performance and Compensation Management
- **PGD401** People Analytics and HR Technology

Career relevance: HR business partnering, people analytics, talent roles

E Minor in Operations and Supply Chain

Best for: Finance, marketing, analytics and entrepreneurship students working with physical products or logistics.

- **PGE301** Supply Chain Strategy and Network Design
- **PGE302** Logistics, Warehousing and Last-Mile Delivery
- **PGE401** Supply Chain Analytics and Digital Twins

Career relevance: Supply chain planning, logistics and procurement

F Minor in Entrepreneurship and Innovation

Best for: Students from any major who plan to start up, join start-ups or drive corporate innovation.

- **PGF301** Venture Creation and Lean Startup
- **PGF302** Innovation Management and Product Design
- **PGF401** Startup Finance, Funding and Valuation

Career relevance: Founder, product, venture and innovation roles

HOW YOU LEARN

Every course balances four modes of learning



Each course follows an L-T-P-S structure aligned to the National Credit Framework: one credit is 30 notional hours, split between contact time and guided self-study.

L
Lecture

Interactive classroom teaching, cases and guest sessions.

T
Tutorial

Small-group problem solving, case clinics and discussion.

P
Practical

Labs, studios, field work, live projects and internships.

S
Self-study

Planned reading, online modules and a portfolio, assessed in every course.

CONTINUOUS ASSESSMENT

Course type	Internal %	End-term %
Theory courses	**50**	50
Theory with practical	**60**	40
Practical-dominant	**70**	30
Field, live project, internship	**100**	0
Capstone	**50**	50

Internal evaluation covers quizzes, cases, labs, projects, presentations and the self-study portfolio. Grading is on a 10-point scale; 75% attendance is required in every course.

ALIGNED WITH NEP 2020

Multidisciplinary

A minor from a different specialisation, an open elective, and Indian knowledge systems and sustainability in the core.

Flexibility and choice

Six majors, six minors, an open elective and SWAYAM/NPTEL options.

Experiential learning

Community immersion, live industry project, internship, capstone and studios.

Technology

Data fluency, AI for managers, analytics and digital learning platforms.

Ethics and values

Ethics threaded through the core, an ESG course and service learning.

Credit recognition

Credits recorded for the Academic Bank of Credits where the institute is registered.

+6 Go beyond the 102 credits: earn up to six additional credits through approved MOOCs and certifications, recorded in the Academic Bank of Credits.

INTERNATIONAL EXCHANGE PROGRAM

Spend a term at a partner institution abroad



Selected students can take part of their PGDM at a partner institution overseas, learning in a different market and classroom culture and bringing that perspective back to Visakhapatnam.

4–24 weeks
Duration abroad

Sem II–IV
Go in Semester II, III or IV

10 seats
At each partner location

24 credits
Recognised towards your PGDM

WHAT YOU GAIN

Global perspective

See how business, policy and consumers work in another economy, building on the program outcome of working effectively in global and cross-cultural contexts.

Cross-cultural teamwork

Study, debate and deliver projects alongside classmates from other countries and business cultures.

An international network

Build relationships with faculty, students and alumni of a partner institution that last beyond the program.

HOW IT WORKS

1. **Express interest**
   Register your interest with the Dean's Office.
2. **Get selected**
   Selection is based on academic records, a statement of purpose and an interview.
3. **Study abroad**
   Take courses at the partner institution.
4. **Return with credits**
   Courses completed abroad count towards your PGDM, up to 24 credits.

SCHOLARSHIPS

Talent should decide who studies here, not fees

The PGDM program fee is **₹6,00,000**. Scholarships of up to 100% of the fee are available, so the best candidates can join whatever their means.



Up to 100% scholarship

WHAT YOUR SCHOLARSHIP IS WORTH

On a program fee of ₹6,00,000

Up to 100% Special scholarship	**₹6,00,000**	you pay ₹0
Up to 50% Merit scholarship	**₹3,00,000**	you pay ₹3,00,000
Up to 25% Women and low-income families	**₹1,50,000**	you pay ₹4,50,000

SCHOLARSHIP CATEGORIES

Up to 100%
Special scholarship

For candidates from the defence category and for sportspersons.

Up to 50%
Merit scholarship

For outstanding applicants, recognising academic and entrance-test performance.

Up to 25%
Women and low-income families

For women candidates and for students from low-income families.

HOW IT WORKS

Awarded with your offer

Scholarships are decided by the Scholarship Committee at the time of admission.

Renewed each year

Your scholarship continues each year if you maintain a CGPA of 8.0 or above.

No separate form

Simply indicate your interest in the scholarship while applying.

ADMISSIONS · BATCH 2027–29

Your next two years start here.

01

Apply

Apply online.

02

Qualify

Take IITDMET or submit a valid score in CAT / XAT / CMAT / MAT / GMAT.

03

Interview

Shortlisted candidates are invited for a personal interview.

04

Join

Accept your admission offer letter and complete enrolment.

ELIGIBILITY

A bachelor's degree of at least three years from a recognised university with a minimum of 60% aggregate (50% for reserved categories). Final-year students may apply.

Program fee: ₹6,00,000. Scholarships of up to 100% of the program fee are available.

KEY DATES

Applications open	**01 November 2026**
Last date to apply	**30 April 2027**
Interview rounds	**February–June 2027**
Program begins	**July 2027**

IITDM

INTERNATIONAL INSTITUTE OF TECHNOLOGY, DESIGN AND MANAGEMENT VISAKHAPATNAM

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