

## **POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)**

### **Overview of the Program**

The success of any business largely depends on how it is managed. Management is the brain of business. Today's managers need to think strategically and demonstrate mastery of managerial perspectives that can optimize the business value and aid the achievement of objectives.

The post graduate diploma in business management program aims to provide a sound basis for integrated learning of general management fundamentals. The focus of the program is to study management within an extended framework characterized by organizational core competencies. It provides a comprehensive foundation in the breadth of business disciplines including marketing, information technology, economics, business law, management, marketing, organization structure and effective participation at work. It equips participants with business management skills and advanced knowledge with an aim to prepare them for supervisory and management careers in industry and commerce.

### **Highlights of the Program**

- To develop broad theoretical and technical knowledge of the business discipline
- To help participants possess competency and skills to select and apply knowledge and information to complete a range of activities
- To provide the understanding which will enable them to progress to higher levels of management
- To enable them to enter the workforce in the roles of Line Managers or equivalent

### **Structure of the Program**

<b>Semester-1</b>	<b>Subjects</b>	<b>Credits</b>
1	Information Systems for Managers	4
2	Corporate Social Responsibility	4
3	Business Economics	4

Semester-1	Subjects	Credits
4	Business Communication & Etiquette	4
5	Management Theory and Practice	4
6	Organisational Behavior	4
Semester-2	Subjects	Credits
1	Essentials of HRM	4
2	Marketing Management	4
3	Financial Accounting & Analysis	4
4	Strategic Management	4
5	Business Statistics	4
6	Business Law	4
Semester-3	Subjects	Credits
1	Operations Management	4
2	International Business	4
3	Organizational Theory Structure & Design	4
4	Corporate Finance	4
5	Consumer Behaviour	4

Semester-3	Subjects	Credits
6	Taxation - Direct and Indirect	4

  

Semester-4	Subjects	Credits
1	Project Management	4
2	Services Marketing	4
3	Financial Institutions and Markets	4
4	Marketing Research	4
5	Business: Ethics, Governance & Risk	4
6	Project	4

### Fee Structure

Fee Description	Semester 1	Semester 2	Semester 3	Semester 4
Admission Processing Fee (One Time)	INR 1,000	-	-	-
Program Fee	INR 17,000	INR 17,000	INR 17,000	INR 17,000

In addition to the above fees, the following fees are applicable:

- Personal Contact Program (Optional) fees: INR 250 per course
- Examination Fees: INR 500 per course per attempt