

# Post Graduate Diploma in Business Management (PGDBM) (Management Program for Executives)

Management Program for Executives (MPE) is Post Graduate Diploma in Business Management designed for individuals who are in the process of assuming higher level responsibilities to think holistically and develop an integrated and strategic perspective on managerial challenges faced in real life. The program will equip participants with sound concepts, high level analytics, leadership and change management skills. After completion of the program, participants can aspire to take general management positions and leadership roles.

The program will offer subjects for deeper study horizontally across functional areas and vertically across domains such as IT, Telecom, Financial services, Retail & Manufacturing.

## DURATION OF PROGRAM

The program has a total duration of 20 months and divided into 5 trimesters each of four(4) months duration. There is a one mode of delivery, namely:

Weekend Mode: The total program duration is 20 months. Classes will be conducted on all Sundays and one Saturday per month from 9.00 am to 6.20 pm, or it may be all Saturday and one Sunday per month from 9.00 am to 6.20 pm accordingly to the students convenient.

Candidates may choose one of the above timings.

## USP OF THE MPE PROGRAM

1. The program offers opportunities to deepen participants understanding both horizontally in functional area subjects as well as vertically in some of the sunrise sectors.
2. A judicious blend of pedagogy involving interactive class sessions, case analysis and simulations and project work ensure effective absorption and application of concepts.
3. Substantial technology-based inputs for regular self-assessment that would enhance the conceptual rigor.

## ELECTIVES ON OFFER

It has one five-storied building admeasuring 55000 sq. ft. of built-up space including adequate space for vehicle parking. It is equipped with state-of-art IT facilities, powerful server-based local network, high-speed and secure internet connection.

Functional areas (Horizontal)	Domain (Vertical)
Customer Relationship Management Integrated marketing communication Brand Management	Telecom Regulatory issues Pricing Customer relationship
Mergers & Acquisitions Hedge funds & Private equity funding Personal Financial Planing	IT Services Business model-Off-shoring /On shoring Manpower sourcing & training Project management
Supply Chain management Project management	Retail Business model(s)-Formats

Total quality management	Maximizing supply chain efficiency Customer relationship management
Competency mapping Performance appraisal Emotional Intelligence	Manufacturing World class manufacturing Theory of constraints Strategic cost management

### **CERTIFICATION**

On successful completion of the Program the participants would be awarded a Post Graduate Diploma in Business Management.

### **PROJECT**

The Project Work will start from Trim 3 and will continue up to the beginning of Trim 5. The participants will be required to meet the faculty guide at least once in 15 days, for discussion and reporting of progress. Assessment of the project will be against pre-determined milestones and deliverables such as data collection analysis, draft report presentation, final viva-voce, and final project report.