



# Post Graduate Diploma in Management

2 - year  
Full - Time Program

**MARKETING**

**FINANCE**

**HUMAN RESOURCE**



ASSOCIATION  
OF  
**AMBA**  
ACCREDITED



**PROGRAM LOGIC**

The PGDM graduate shall be strong in functional fundamentals (Knowledge), shall have the right problem-solving, analytical and behavioral approach (Skills), and shall be hands-on with the right blend of humility, assertiveness and values (Attitude). In addition, they will be industry-ready and should fit into specific job-roles in a short time.

**PROGRAM OBJECTIVE**

To equip participants to be:

- Ethical and socially responsible managers
- Effective in communication and interpersonal skills
- Industry-ready delivery and result-oriented
- Strong in functional fundamentals
- Application-focused with a hands-on attitude

**USPs**

- ❖ Mandatory course on Business Analytics for all students
- ❖ Three (3) specialization streams - Marketing, Finance and Human Resource
- ❖ Value-add workshops: SAP, SAS, Equity Research and Corporate Valuation, Project Management based on PMBOK Methodology, Six Sigma, Spanish language, Innovation & Entrepreneurship, 'Indian Values in Management'
- ❖ Simulation as a Capstone exercise using CAPSIM- a world-leading business simulation package
- ❖ Communication and soft skill courses across the program
- ❖ Electives across various domains are highly industry-relevant, directly mappable to job requirements and include the latest concepts and tools followed in various industries on global platforms. For example: Positive Psychology in HR; Theory of Constraints, Lean Management, Business Process Modeling (in Operations and IT), Financial Risk Management, Auditing & Reporting, Fixed Income Securities & Debt Markets (in Finance), Digital Marketing in Marketing.
- ❖ Compulsory MS Excel skills imparted during orientation program
- ❖ Outbound program: To realize self and impart team-building skills
- ❖ Career advisory services across the program

**PROGRAM THEMES**

- Trim I : Building blocks of Management
- Trim II : Managerial functions and tools for Decision Making
- Trim III : Business Landscape & Understanding Organization
- Trim IV to VI : Compulsory subjects- Creating and sustaining competitive advantage + Value add workshops

Career management services go in parallel across all 6 trimesters as follows

- Trim I : Identify strengths
- Trim II : Building on your strengths
- Trim III : Identifying strength-based career options
- Trim IV to VI: Delivering high performance at work

**Year I (Trimester I to III)**

- Orientation phase (15 days)**
- Basic Mathematics and statistics
  - Power of Excel (MS excel)
  - Communication skills (written, spoken)
  - Financial Accounting

Trim I Building Blocks of Management	Trim II Managerial functions and tools for decision making	Trim III Business Landscape and Understanding Organization	Workshops (cover 2 or 3)
<ul style="list-style-type: none"> <li>• Business Communication – I</li> <li>• Financial Accounting</li> <li>• Information Systems for Management</li> <li>• Marketing Management - I</li> <li>• Micro Economics</li> <li>• Organizational Behaviour</li> <li>• Quantitative Methods –I</li> </ul>	<ul style="list-style-type: none"> <li>• Business Communication – II</li> <li>• Cost &amp; Management Accounting</li> <li>• Indian Ethos and Business Ethics</li> <li>• Macro Economics</li> <li>• Marketing Management–II</li> <li>• Operations Management</li> <li>• Quantitative Methods –II</li> </ul>	<ul style="list-style-type: none"> <li>• Business Analytics</li> <li>• Business Communication – III</li> <li>• Corporate Finance</li> <li>• Human Resource Management</li> <li>• Legal Aspects of Business</li> <li>• Research Methodology (Pre Mid Term)</li> <li>• Strategic Management</li> </ul>	<ul style="list-style-type: none"> <li>• Learning through Theatre, Films and Literature</li> <li>• Project Management (PMBOK-based)</li> <li>• Indian Values – Challenges in Management</li> <li>• Family Businesses in India</li> <li>• Music and Arts Appreciation</li> <li>• Foreign Language Workshop (Spanish)</li> <li>• Soft Skills</li> </ul>

**Post Trim III students will go for Summer Internship (6 weeks)**

**In second year, Compulsory subjects for all specialisation -**

**Trim IV ⊙ Industry Analysis      Trim V ⊙ Business Simulation      Trim VI ⊙ Entrepreneurship & Innovation**

**In the second year students can choose elective courses from the list of electives offered (trimester wise).**



## YEAR 2 - Trimester IV - ELECTIVE COURSES

### Marketing

- Business Marketing
- Consumer Behavior
- Integrated Marketing Communication
- Retail Management
- Sales and Distribution Management
- Advanced Multivariate Techniques for Analytics
- Analytic Tools and Techniques for Decision Making
- Big Data Analytics & Its Applications
- Visual Analytic Tools and Techniques
- Business Valuation
- Financial Statement Analysis (FSA)
- Investment Analysis & Portfolio Management (IAPM)
- Business Intelligence and Decision Support Systems
- Corporate Turnaround
- Econometrics
- International Business
- Knowledge Management
- Management Consulting
- Personal Mastery & Inspired Leadership
- Learning and Development
- Business Process Modelling and Management
- Logistics Management
- Operations Strategy
- Project Management
- Supply Chain Management
- Total Quality Management

### Finance

- Advanced Financial Reporting & Analysis
- Business Valuation
- Commercial Bank Management (CBM)
- Financial Analytics - I
- Financial Derivatives
- Financial Statement Analysis (FSA)
- Insurance Management (IM)
- Investment Analysis & Portfolio Management (IAPM)
- Project Appraisal and Financing (PAF)
- Advanced Multivariate Techniques for Analytics
- Analytic Tools and Techniques for Decision Making
- Big Data Analytics & Its Applications
- Visual Analytic Tools and Techniques
- Business Intelligence and Decision Support Systems
- Corporate Turnaround
- Econometrics
- International Business
- Management Consulting
- Personal Mastery & Inspired Leadership
- Learning and Development
- Business Marketing
- Sales and Distribution Management
- Business Process Modelling and Management
- Knowledge Management
- Logistics Management
- Operations Strategy
- Project Management
- Supply Chain Management
- Total Quality Management

### Human Resource Management

- Learning and Development
- Legal Framework of Industrial Relations
- Recruitment & Selection
- Strategic HRM
- Advanced Multivariate Techniques for Analytics
- Analytic Tools and Techniques for Decision Making
- Big Data Analytics & Its Applications
- Visual Analytic Tools and Techniques
- Business Valuation
- Financial Statement Analysis (FSA)
- Investment Analysis & Portfolio Management (IAPM)
- Business Intelligence and Decision Support Systems
- Corporate Turnaround
- International Business
- Knowledge Management
- Management Consulting
- Personal Mastery & Inspired Leadership
- Business Marketing
- Sales and Distribution Management
- Logistics Management
- Operations Strategy
- Supply Chain Management
- Total Quality Management

## YEAR 2 - Trimester V - ELECTIVE COURSES

- Brand Management
- Marketing Analytics
- Marketing Implementation
- Product Strategy
- Services Marketing
- Artificial Intelligence
- Machine Learning Theory and Applications
- Enterprise Risk Management
- Mergers, Acquisitions & Corporate Restructuring
- Digital Transformation
- Internet of Things Application
- IT Strategy
- Lean Enterprise
- Service Operations
- Strategic Sourcing & eProcurement

- Financial Risk Management
- International Finance
- Mergers & Acquisitions, Corporate Restructuring & Investment Banking
- Strategic Cost Management
- Machine Learning Theory and Applications
- Enterprise Risk Management
- Digital Transformation
- IT Strategy
- Advanced Supply Chain Management
- Lean Enterprise
- Service Operations
- Strategic Sourcing & eProcurement

- Compensation & Benefits
- HRM in Service Sector
- Organization Development
- Performance Management
- Social Security Legislation
- Digital Transformation
- Internet of Things Application
- IT Strategy
- Enterprise Risk Management
- Mergers, Acquisitions & Corporate Restructuring
- Advanced Supply Chain Management
- Lean Enterprise
- Service Operations
- Strategic Sourcing & eProcurement

## YEAR 2 - Trimester VI - ELECTIVE COURSES

- Customer Relationship Management
- Digital Marketing
- Green Marketing
- Marketing Strategy
- Pricing
- Retail Analytics
- Rural Marketing
- Pharma & Healthcare Analytics
- Entrepreneurship & Innovation (Compulsory course)
- Management Control System
- Management of Family Business
- Management of Public and Private Partnership
- Managing Growth
- Emotional Intelligence & Developing Competencies
- New Models for Enterprise Architecture
- Systems for Social Enterprise
- Technology Management
- Green Supply Chain Management
- Operation and Supply Chain Analytics
- Operations Consulting

- Alternative Investment Markets
- Behavioral Finance
- Financial Analytics II
- Fixed Income Securities & Debt Markets
- Private Equity
- Tax Planning and Management
- Wealth Management
- Operation and Supply Chain Analytics
- Pharma & Healthcare Analytics
- Entrepreneurship & Innovation (Compulsory course)
- Management Control System
- Management of Family Business
- Management of Public and Private Partnership
- Managing Growth
- Emotional Intelligence & Developing Competencies
- New Models for Enterprise Architecture
- Technology Management
- Green Supply Chain Management
- Operations Consulting
- Systems for Social Enterprise

- Emotional Intelligence & Developing Competencies
- HR Technology and Analytics
- Talent Management
- Operation and Supply Chain Analytics
- Pharma & Healthcare Analytics
- Management Control System
- Management of Family Business
- Management of Public and Private Partnership
- Managing Growth
- New Models for Enterprise Architecture
- Technology Management
- Green Supply Chain Management
- Operations Consulting
- Systems for Social Enterprise



**Value-add Certifications**

- ◆ Advanced Financial Modeling
- ◆ Equity Research & Corporate Valuation
- ◆ SAP R3
- ◆ SAS Predictive Modeling (PM)
- ◆ Six-Sigma Green Belt Certification
- ◆ Workshop on Critical Thinking

**FACULTY:**

A pool of faculty comprising Full-time, Adjunct and Visiting faculty handle the various courses. Faculty selected have excellent Academic credentials being graduates from IITs, IIMs, Cornell University (USA) etc. The faculty team in Bangalore has a rich blend of industry and academic experience, 100% of full time faculty have a PhD.

Individual faculty members are proficient in Finance, Operations, Marketing, IT, Quantitative Techniques, Economics, Analytics, HR and Strategy. Their corporate experience covers diverse sectors ranging from Metals and Engineering to IT, Retail services and Consulting. The faculty team is actively involved in creating intellectual capital and have published papers in reputed international journals and presented papers in International Conferences as well as written cases to facilitate teaching.

**PROGRAM ELIGIBILITY:**

Graduates with consistently good academic record (Minimum 50%), NMAT Scores, Case Discussion (CD) and Personal Interview (PI)

Duration : 2 years full time

Certification : Post Graduate Diploma in Management (PGDM) - Marketing / Finance / Human Resource

Application Form : Available online on announcement of NMAT by GMAC.

**CAMPUS INFRASTRUCTURE:**

The Campus building is situated on the Bannerghatta Road and has an area of 9.5 acre. It is functional yet aesthetic; is fully air-conditioned and appropriately furnished harmonizing comforts and decor while conforming to the academic requirements. Adequate space for vehicle parking and Cafeteria have been provided. It is equipped with state-of-art IT facilities, powered by server-based local network, high-speed and secure internet connection. The facilities include:

- Classrooms: 18 AC classrooms, each with a capacity of 60 each
- 3 classrooms of capacity of 40 each and 6 Tutorial rooms of capacity 30 each. 7 Group work rooms
- Seminar hall of 300 capacity
- 3 Conference Room/MDP center: with capacity of 15 each
- Three Computer labs equipped with two Servers
- Cafeteria having seating capacity of 250
- Electronic infrastructure equipped with 80 Desktop Computers- Projectors, Close-circuit TV, Access Control System Every classroom is equipped with Laptop/PC and LCD projectors integrated with campus wide Network.

**Industry interface:** The Bangalore campus has established excellent interface with corporate in various sectors. Professional direction for students is offered by a Deputy Director heading Placements and Career Advisory Services.

**Wireless Hotspots:** In addition to the wired network, the entire campus has a parallel wireless network. The networked resources can be accessed from virtually anywhere in the campus. Branded Laptops with Mobile Technology has been provided for the same.

**Blackboard Learning Management System:** Students can access the Internet round the clock and the learning resources available on the Campus LMS (Learning Management system) - Blackboard to manage the vast knowledge and create an online learning environment. Thus, it makes it possible for the students to access information resources anywhere and anytime in the campus.

**Internet@16 mbps (1: 1):** All members on the intranet have access to Internet 24 hours a day, through 150 mbps Internet Line. The Internet bandwidth will be enhanced every year.

**Library :** Fully computerized and well stocked Library with over 7000 books, periodicals and DVDs/ CDs. Library includes not only paper versions, but also electronic versions, CD-ROMs, multimedia and online products, EBSCO, PROWESS, CMIE data bases.

**Learning Rooms:** The Learning Rooms are of amphitheater type, air-conditioned, spacious, well ventilated and in conformity with international standards. Classrooms are Wi-Fi enabled along with audio-visual media and LCD Projectors. A Group Work room equipped with round tables enables participants to discuss in groups and promotes peer discussion and learning.

**Meeting rooms:** Four meeting rooms with a seating capacity of 15 is one of the highlights of the Bangalore Campus. It has modern facilities to conduct board meetings, campus recruitment etc.

**Hostel Facility:** NMIMS, Bangalore provides excellent hostel facilities in different buildings near Meenakshi Mall, which is 4 km from the campus. The hostel can accommodate upto 400 students. Airy rooms well- furnished with attached bathroom, Wi-Fi network, Cafeteria, Intercom, refrigerator, laundry facility, Water coolers with purified drinking water, TV Room, indoor games room, are the features of the hostel.