



Bharatiya Vidya Bhavan's

**SPJIMR**



**PGPM** Post Graduate  
Programme  
in Management

18 months AICTE approved management programme for  
experienced professionals



PGPM is AICTE approved and accredited by AMBA and AACSB



## Table of Contents

3

Chairperson's Message

5

SPJIMR Advantage

7

The PGPM  
Experience

4

Typical Class Profile

6

PGPM Overview  
& Highlights

8

Restart: Initiative for  
women with a  
career break

9-10

Programme  
Architecture

11

Launch a  
Successful Career

12

The PGPM Journey  
Starts Here





## Chairperson's Message



The Post Graduate Programme in Management (PGPM) is designed for professionals with significant work experience. The programme gives a high degree of flexibility to the participants in designing their learning experiences. Participants can choose to specialize in a specific function, including contemporary areas like Business Analytics, or pursue a General Management track. They can also choose to earn concentrations in specific, industry-relevant areas. A large proportion of SPJIMR faculty members come from the industry and therefore our teaching is rooted in managerial practice. Also, over the years, we have developed strong industry relationships not only for campus recruitments but also for teaching courses in partnership with practicing managers. This makes our classroom sessions highly engaging and topical. The high-quality prior work experience of our participants, coupled with the learning experience of PGPM, prepares our graduates well for leadership roles in organizations.

**Prof. Nilendra Singh Pawar**  
Chairperson, PGPM



## Typical Class Profile



**147**

Number of  
participants



**28** years

Average age



**6.5** years

Average work  
experience



More than **15**  
different industries



More than **20**  
different job functions

# SPJIMR Advantage

## Top Ranked Business School

#1 Private B-School in India.  
#2 Private B-School for One year MBA.

(Best B-Schools Business Today 2023)

## Global Network

Connect with over 13,000 alumni across the globe.



## International Immersion

Exposure to top global B-Schools to pursue advanced courses of specialization.



## Non-Classroom Learning

Experience a fast-paced succession of workshops, industry lectures and live projects. Participants also intern with an organisation in the social sector.



## Updated and Tailored Curriculum

New aged courses with technology and analytics focus.

## Access to Top Recruiters

Launch your career with the support and guidance of a dedicated career services team.



# PGPM Overview

Online  
Module

**2**  
months

Full-time  
on Campus

**12**  
months

Industry &  
International  
Immersion

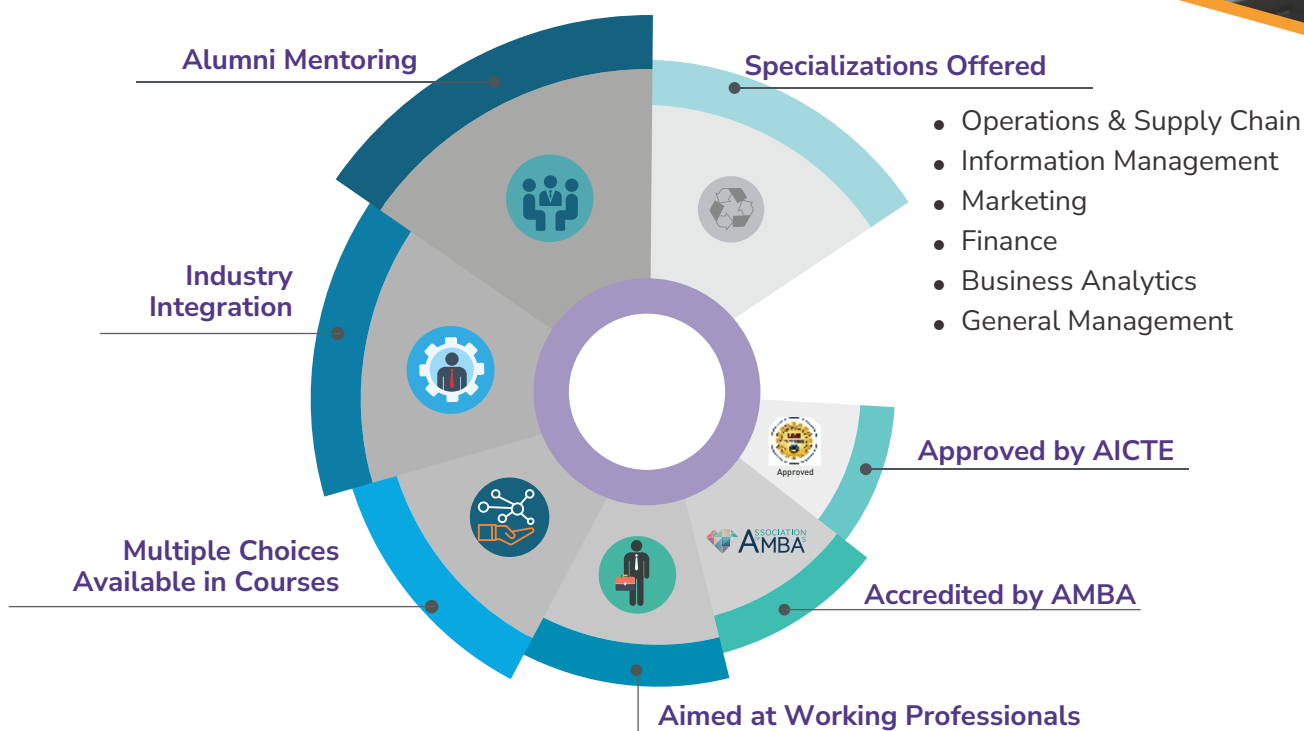
**4**  
months

Duration of the  
programme

**18**  
months



## PGPM Highlights



# The PGPM Experience

PGPM is an accelerated programme for those aspiring to build a management career. It's an engaging and rigorous year at SPJIMR that builds upon your experience and prepares you to grow the good in business. Join the intense programme that will equip you with a set of skills to accelerate your career.

## Academic Courses

The first semester helps participants develop a strong foundation in core management fundamentals. The second semester offers participants a deeper dive into their chosen area of specialization.

## International Immersion

Participants pursue advanced courses in their specialisation for three weeks at top global universities.

## Industry Immersion

Participants work on an immersive industry project by carrying out a project directly in the company that they have received an offer or can choose a different project in conjunction with their mentor at SPJIMR

## Alumni Connect

The alumni provide counselling support, job search advice, interview tips, case study pointers and career guidance to the participants, based on their unique experience and skills.

## Clubs and Committees

Clubs and Committees are formed to encourage the concept of "Learning by Doing". The participants can freely experiment with ideas and learn to work effectively to develop team skills and collaboration without compromising on individual interests.

## Personal Growth Lab

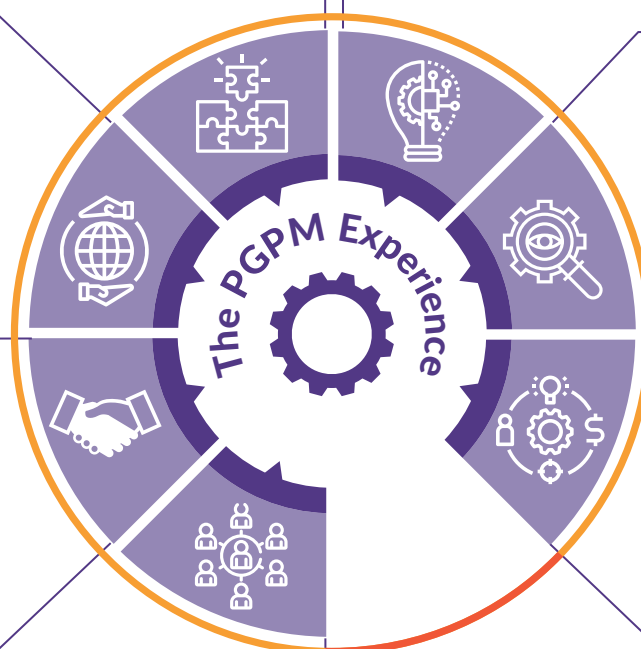
The Personal Growth Lab is a blend of outdoor and indoor exercises, behavioral simulations and games, feedback instruments, theory input lectures, discussions, and personal reflection to bring about a transformation in attitudes and behavior.

## Live Projects

Participants get an opportunity to apply classroom learning to practice. The industry projects vary in scope and topics and may involve collecting, analysing and interpreting data on people, processes, strategies or markets.

## Industry Integration

Continuous engagement of participants with industry professionals and organizations through guest lectures, Industry-Academia conclaves helps to build networking abilities and stay current with the latest trends in the Industry.

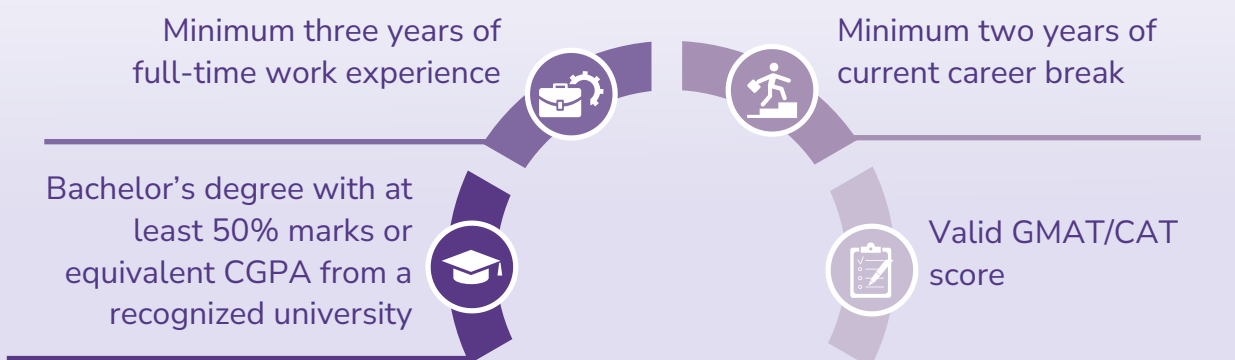




# Restart: *Initiative* for women with a career break

Women often take a break from their careers due to family responsibilities, and many of them aspire to resume their professional journeys. These individuals are talented managers who can add significant value to organisations. At SPJIMR, we are committed to providing them with the same opportunities as any other candidate towards building a managerial career. With this objective, we have launched the Restart initiative for women with a career break. This initiative reflects SPJIMR's commitment to diversity and inclusion.

## Eligibility Criteria for Restart Initiative





# Programme Architecture

## SEMESTER - I

Module	Course
Foundation - I	Quantitative Methods - Basic Stats
	Microeconomics
	Financial Reporting and Analysis
	Data Visualisation
	People and Performance (Includes P G LAB)
	Management Communication
	<i>Learning by Case Method (Compulsory Non credit workshop)</i>
	<i>R, Python Workshop (Compulsory for IM, Ops &amp; SC, Analytics specialization - optional for others) - Non credit graded workshop</i>
Foundation-II	Quantitative Methods for Decision Making
	Macroeconomics
	Management Accounting
	Decision Science
	Digital Technology for Business
	<i>SQL Workshop (Compulsory for BA, Optional, Non Credit, Non Graded)</i>
Foundation III	Corporate Finance
	Operations Management
	Marketing Management
	Strategic Management



## SEMESTER-II - LIST OF COURSES

	Phase I - Specialisation Compulsory Courses	Phase - I Electives	Phase - II Electives
 <b>Finance</b>	<ul style="list-style-type: none"> <li>Investment banking and Alternative Investments</li> <li>Financial Modelling</li> <li>Corporate Valuation</li> <li>Financial Regulation &amp; Laws</li> <li>Bank Management- Products and customers</li> </ul>	<ul style="list-style-type: none"> <li>Fintech &amp; Blockchain</li> <li>Strategy for Financial Services Business</li> <li>Fixed Income &amp; Currency Markets</li> <li>Derivatives &amp; Risk Management</li> <li>Digital Platform &amp; Strategy</li> <li>Blockchain for Business Applications</li> </ul>	<ul style="list-style-type: none"> <li>International Finance</li> <li>Banking &amp; Financial Institutions and Markets</li> <li>Building Agile and Resilient organisation</li> <li>Game Theory in Business</li> <li>HR in the Digital Age and People Analytics</li> <li>Reputation, Public Relations and Corporate Communication</li> </ul>
 <b>Information Management</b>	<ul style="list-style-type: none"> <li>IT Strategy</li> <li>Architecting Solutions for the Digital Enterprise</li> <li>Technology Infrastructure for the Digital Age</li> <li>Transformation Through Cloud and Edge Computing</li> <li>Tech Business Development</li> </ul>	<ul style="list-style-type: none"> <li>Reinventing Business with AI and ML</li> <li>Product Innovation Lab</li> <li>Business Intelligence Systems</li> <li>Technology Consulting</li> <li>Digital Disruption, Transformation and Engagement</li> <li>User Generated Content Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Business Intelligence &amp; Analytics</li> <li>Cyber security for Managers</li> <li>Six Stories to foster interdisciplinary learning</li> <li>Career Transition in Hybrid Workplaces</li> <li>Managing the Dark Side of Organizational Behaviour</li> <li>Decision Making Through Simulation</li> <li>Government, Business, &amp; Society: Taking the Long View</li> </ul>
 <b>Marketing</b>	<ul style="list-style-type: none"> <li>Buyer Behaviour</li> <li>B2B Marketing</li> <li>Marketing Research</li> <li>Strategic Marketing</li> <li>Strategic Brand Management</li> </ul>	<ul style="list-style-type: none"> <li>Digital Marketing</li> <li>Advanced Pricing- Strategic and Data-Driven</li> <li>E-Commerce</li> <li>Product Management &amp; Marketing</li> <li>Business Consulting</li> <li>Cognitive Automation leveraging RPA &amp; Chatbots</li> </ul>	<ul style="list-style-type: none"> <li>Services Marketing and Customer Strategy</li> <li>Retail Shopper Marketing</li> <li>Integrated Marketing Communication for B2B and B2C</li> <li>Behavioral Decision Theory</li> <li>Corporate Governance &amp; Business Law</li> <li>Advanced Digital International Business</li> <li>Business Environment, Market Dynamics and Public Policy</li> </ul>
 <b>Operations and Supply Chain</b>	<ul style="list-style-type: none"> <li>Supply Chain Planning &amp; Coordination</li> <li>Logistics Management</li> <li>Procurement &amp; Strategic Sourcing</li> <li>Manufacturing Planning &amp; Control</li> <li>Service Operations &amp; Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Cost and Profitability Management</li> <li>Customer Analytics</li> <li>Project Management</li> <li>Logistics and Fulfillment in E-Business</li> <li>Supply Chain Digital Transformation</li> <li>Project Management</li> </ul>	<ul style="list-style-type: none"> <li>Supply Chain Practice and Simulation</li> <li>Commercial Aspects of Supply Chain Management</li> <li>Simulation Modelling for Process Excellence</li> <li>Responsible Leadership (Compulsory)</li> <li>Science of Spirituality (Compulsory)</li> <li>Critical Thinking (Compulsory, Non credit, Non Graded)</li> <li>Introduction to Foreign Language - French / Spanish (Compulsory, Non credit, Non Graded)</li> </ul>
 <b>Business Analytics</b>	<ul style="list-style-type: none"> <li>Advanced Statistics for Business Analytics (ASBA)</li> <li>Big Data Analytics (BDA)</li> <li>Machine Learning (Supervised and Unsupervised) in Business (ML)</li> <li>Deep Learning and Artificial Neural Network(DLANN)</li> <li>Text Analytics and Natural Language Processing (TANPP)</li> </ul>	<ul style="list-style-type: none"> <li>Modelling Uncertainty in Business</li> <li>Financial Analytics</li> <li>Capstone Project (not an elective- compulsory for BA students)</li> <li>Analytics Project Management</li> <li>Marketing and Customer Analytics</li> </ul>	
 <b>General Management Track</b>	<ul style="list-style-type: none"> <li>Advanced Course in Finance</li> <li>Advanced course in Marketing</li> <li>Advanced course in Operations &amp; Supply Chain</li> <li>Advanced course in Information Management &amp; Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Capstone Project (not an elective- compulsory for BA students)</li> <li>Financial Analytics</li> <li>Analytics Project Management</li> <li>Marketing and Customer Analytics</li> <li>Enterprise sustainability through digitalization</li> </ul>	<ul style="list-style-type: none"> <li>Modelling Uncertainty in Business</li> <li>DOCC (Compulsory)</li> <li>Microeconomics of Competitiveness</li> <li>Blue Ocean Strategy</li> <li>Pursuit of Mindful Leadership</li> <li>Business Negotiation</li> </ul> <p>(Would cover selected topics in each functional area. Names of topics are subject to change)</p>



# Launch of a Successful Career

The PGPM Career Services help participants identify their professional objectives to ensure their career prospects.



## Profile Mapping

A team of experts map your career aspirations. Interactive sessions are then conducted with in-house faculty and industry experts. Mentoring sessions are also organised with alumni to discuss career opportunities and gain practical insights into your industry.



## Personality Development

Personality development workshops like resume review and mock interviews are conducted closer to the placement cycle.

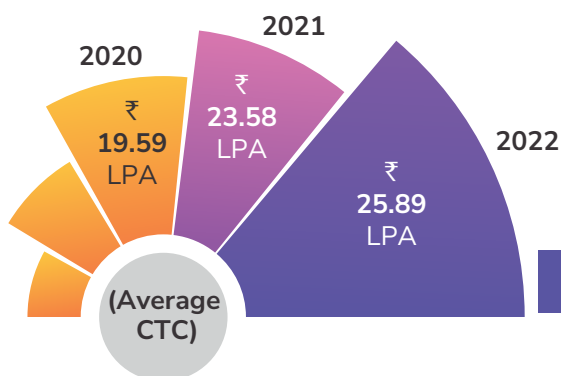


## Placement Process

Placements commence with a series of Pre-Placement Talks (PPT) by recruiters for the students.

Rolling placement system is followed for over four months: September to December.

## Placement Statistics



Highest Salary in 2022 ₹43.92 LPA



# PGPM Journey starts here

## Admission Criteria

The PGPM Admissions team is looking for candidates with a strong domain knowledge, consistency in work experience, good communication skills and a strong fit to the values of the Institute.



### Admission Process

- Applicants must fill the application form on the online admission portal before the last date.



### Application Screening

- Candidates are shortlisted on the basis of a composite score derived using their complete profile.
- Shortlisted candidates will be intimated by e-mail and through the admission portal.



### Interview Process

- Interviews are conducted from April to October.
- All shortlisted candidates undergo two rounds of interviews.

### Eligibility:

- Bachelor's degree with at least 50% marks or equivalent CGPA in any discipline from a recognised university
- Three years of minimum and relevant full-time work experience
- Scores accepted CAT/ GMAT

### Fee Details

The PGPM programme fee is Rs. 23.50 Lakhs \*all in exclusive (subject to revision)







For admissions contact : +91-70456-87955 / 98333-51242

Visit <https://www.spjimr.org/course/post-graduate-programme-in-management-pgpm/>



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