



# POST GRADUATE DIPLOMA IN MANAGEMENT

2 Years - (PGDM ONLINE)

Accredited by



# TABLE OF CONTENTS

About SPJIMR	3
Programme Highlights	4
Learning Takeaways	5
Preparing for Career Transition	6
Teaching Pedagogy	7
Programme Structure	8
Year I - Functional & General Management Courses	9
Year II - Micro Specialisations & Projects	10
Campus Immersion	11
International Immersion	12
Batch Demographics	13
Student Testimonial	15
Eligibility Criteria	17
Programme Fee with Payment Schedule	18

# About **SPJIMR**

Since its inception in 1981, SPJIMR's mission has remained to 'influence practice and promote value-based growth' of students, alumni, organisations, their leaders, and society at large.

SPJIMR aims to do this by advancing wise innovation at scale through its teaching, thought leadership, industry & community engagement, shaping the innovation practices of thousands of participants across programmes, along with our corporate and NGO partners who rely on us for talent acquisition. We also influence a select number of high leverage entrepreneurial communities or ecosystems through our centres of practice.

A constituent of Bharatiya Vidya Bhavan, India's visionary educational trust established in 1938, SPJIMR offers a broad portfolio of management programmes to individual participants and organisations.

SPJIMR is an AICTE-approved Tier 1 MBA institute accredited by The Association to Advance Collegiate Schools of Business (AACSB International) and the Association of MBAs (AMBA), UK.

SPJIMR's two-year Post Graduate Diploma in Management (Online) programme is curated for working professionals, who wish to pursue formal management education without leaving their jobs and home locations. The programme equips participants with an integrated approach to functional management and related problem solving tools





## Programme Highlights

- ▶ The programme curriculum offers **contemporary courses** in functional management.
- ▶ Learn from SPJIMR's faculty who come with extensive industry experience and are **Thought-Leaders** in their area of expertise.
- ▶ **AICTE** approved programme
- ▶ Choice of **three micro-specialisations** in Year II
- ▶ Sessions in Synchronous Mode with **live interactive sessions** with faculty
- ▶ Learning through Asynchronous Mode (**Pre-recorded videos** by faculty offering the course)
- ▶ **Three Campus** Immersions of 5 days each
- ▶ Academic support provided by **Coursera (US based platform)**
- ▶ Access to a strong, growing network of **15000+ alumni**
- ▶ **Career** Guidance
- ▶ Heterogeneous **peer group**

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## Programme Objectives

On completion of the two year programme, the participants will be:

- ▶ Equipped to demonstrate effective problem-solving and decision-making skills in business situations.
- ▶ Innovative Change makers
- ▶ Proficient in establishing cross-functional strategies



# Learning Takeaways



Building leadership and teamwork skills



Learning the ability to offer solutions to business problems



Adopting an integrative approach to decision making Integrate cross functional learnings



Choice of three Micro Specialisations with four courses in each specialisation



Gaining knowledge through Experts from the Industry

## Flexibility Offered

- ▶ 'Pay by Term'
- ▶ Opt for three 'micro-specialisations' in Year II
- ▶ Opt for additional courses of interests by paying a nominal amount
- ▶ Complete the programme within 36 months



# Preparing for **Career Transition**

Through various classroom and non-classroom learnings, the programme helps in building the following competencies which help in the career transition.



- ▶ Problem Solving
- ▶ Leadership & Communication
- ▶ Accountability and Social Sensitivity
- ▶ Analytical Skills
- ▶ Collaboration
- ▶ Critical Thinking
- ▶ Negotiation
- ▶ Decision Making
- ▶ Besides offering to experience the Personal Growth Lab
- ▶ Workshops on CV writing and Career enhancement discussions

## **Experiential Learnings & Workshop** Offered

- ▶ Personal Growth Lab
- ▶ CV Writing
- ▶ Career Enhancement Discussions

# Teaching Pedagogy

The teaching pedagogy will be live sessions by the SPJIMR faculty along with the support from the EdTech Partner – Coursera.

The students will be provided with pre-recorded videos explaining the basics, interactive sessions with the faculty, case studies, simulations tutorials and peer learning through group work sessions.

They would have continuous evaluations through graded and ungraded quizzes, assignments and end-term exams.

PGDM Online will help students develop an overview of all functional areas in a holistic manner giving them the unique flexibility to choose a preferred mix of courses depending on their career goals, in the second year.

The course architecture will help participants excel in business

decision-making that has an impact spanning multiple departments. They would receive cutting-edge management education along with horizon-expanding experiences that will accelerate their growth as innovative leaders.

Apart from state-of-the-art design of the curriculum, the participants will work on Projects and participate in Science of Spirituality (SoS) exercises in their journey towards self-mastery.

In addition, participants will attend the Personal Growth Lab (PG Lab).

You will be working in groups in a monitored platform provided by the institute and groups are allowed to shift the timings of these interactions to any slot convenient to members increasing flexibility of the programme.



# Programme Structure

The two-year PGDM Online programme is approved by the AICTE. This programme is on similar lines of programme offered on-campus.

The programme gives an opportunity to working professions who would like to avail of the opportunity of post graduate education from a premier Business School, without taking a break in their career or changing their location.

The programme is an immersive experience with learning hours spread across two years.

## Programme Architecture

### Year I

**16** Courses

**38** Credits

**1140** Total hours of engagement

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### Year II

**12** Courses + Projects

**42** Credits

**1260** Total hours of engagement

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**Total 80 Credits & 2400**

**Total hours of engagement**

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Three Campus Immersions of five days each, at SPIIMR, Mumbai Campus

#### **Monday/Friday**

*Tutorials/Guest Sessions*

(18:00 – 19:30 and 20:00 – 21:30)

#### **Tuesday, Thursday, Saturday**

*Live Sessions*

(18:00 – 19:30 and 20:00 – 21:30)

#### **Sunday**

*Morning session & two sessions*

(11:00 - 12:30, 14:30 – 16:00 and 16:30 – 18:00)

*\*These are IST Timings*



# Year I - Functional & General Management Courses

## Term I

Financial Reporting and Analysis

Data Analysis

Applied Economics for Business

Decision making through Business Simulation

Organizational Behavior and Human Resource Management

## Term II

Marketing Management

Finance for decision-makers

Operations Management

Design Thinking and Innovation

Professional Communication:  
Speaking, Writing and Being

## Term III

Ethics in Business

Business Policy and Strategy

Information Technology Strategy

Legal Aspects of Business

Journey to Self Mastery

*\*the above list of courses is indicative and might change to incorporate contemporary topics*

*Workshops offered - Business Negotiations, Critical Thinking and Career Development*

*Experiential Learning - Personal Growth Lab*



## Year II - Micro Specialisations & Projects

Participants are offered: A bouquet of six micro-specialisations with four courses of 3 credits each. Participant can opt for three micro-specialisations of their choice. Participants will work on Live Projects.

Participants can create their own **‘Career Pathway’** by opting for the micro specialisations based on their current work profile or the profile they aspire to work for, based on vertical, lateral and cross functional roles.

The below mentioned courses are offered under each Micro-Specialisation:

### **Finance and Markets**

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- Financial Markets & Fintech
- Corporate Valuation
- Securities Analysis & Portfolio Management
- Investment Banking, Private Equity & Venture Capital

### **Organisation and Leadership**

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- Managing High Performing Teams
- Organisational Transformation through Management of Change
- Employee Relations and Labour Legislation
- Leadership for VUCA World

### **Marketing**

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- Consumer Behavior
- Sales and Distribution + B2B
- Marketing Strategy
- Digital Marketing/Brand Management

### **Advances in Supply Chain**

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- Supply Chain Management
- Operations and Supply Chain Strategy
- Technology & E-commerce
- Innovation and Sustainability in Supply Chains

### **Strategy**

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- Advance Digital International Business
- Technology Consulting - Leading Practices
- Game Theory in Business Strategy
- Microeconomics of Competitiveness

### **Information Management & Analytics**

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- Artificial Intelligence & Machine Learning
- Business Intelligence & Analytics
- Cognitive Automation leveraging RPA & Chatbots
- Block chain for Business Applications



## Campus Immersion

There will be **three on-campus** immersions of 5 days each at SPJIMR's Mumbai Campus. The campus immersions will be planned in Term II, III and V.

The campus immersions are subject to the conditions that prevail at that point of time. The sessions during the on-campus modules are included in the total number of sessions offered per course. The immersion will include academic sessions, workshops, interactive exercises and guest sessions.

# International Immersion

The **three-week** international immersion module provides its participants with the opportunity to learn about evolving global business practices, cross-cultural nuances and the relevance of knowledge sharing. The programme collaborates with premier international business schools to offer its participants world-class learning experiences.

The continuously updated module offers a customised curriculum which includes courses in Business Analytics, Finance, Information Management, Marketing, Operations & Supply Chain, and General Management track. The International Immersion is optional for the participants. They will join participants of a full-time programme for the immersion.

## Assessments and Evaluations

The programme follows the **Continuous Evaluations Process**. For each course, there are multiple mechanisms of evaluations involved. There will be a mix of graded and non-graded assignments, quizzes, group assignments, and End Terms Examinations.



# Batch **Demographics**



**77%**  
Male



**23%**  
Female

## Age

**28%**

Upto 25 years

**38%**

26 - 30 years

**34%**

31 years +

## Work Ex.

**25%**

0-2 years

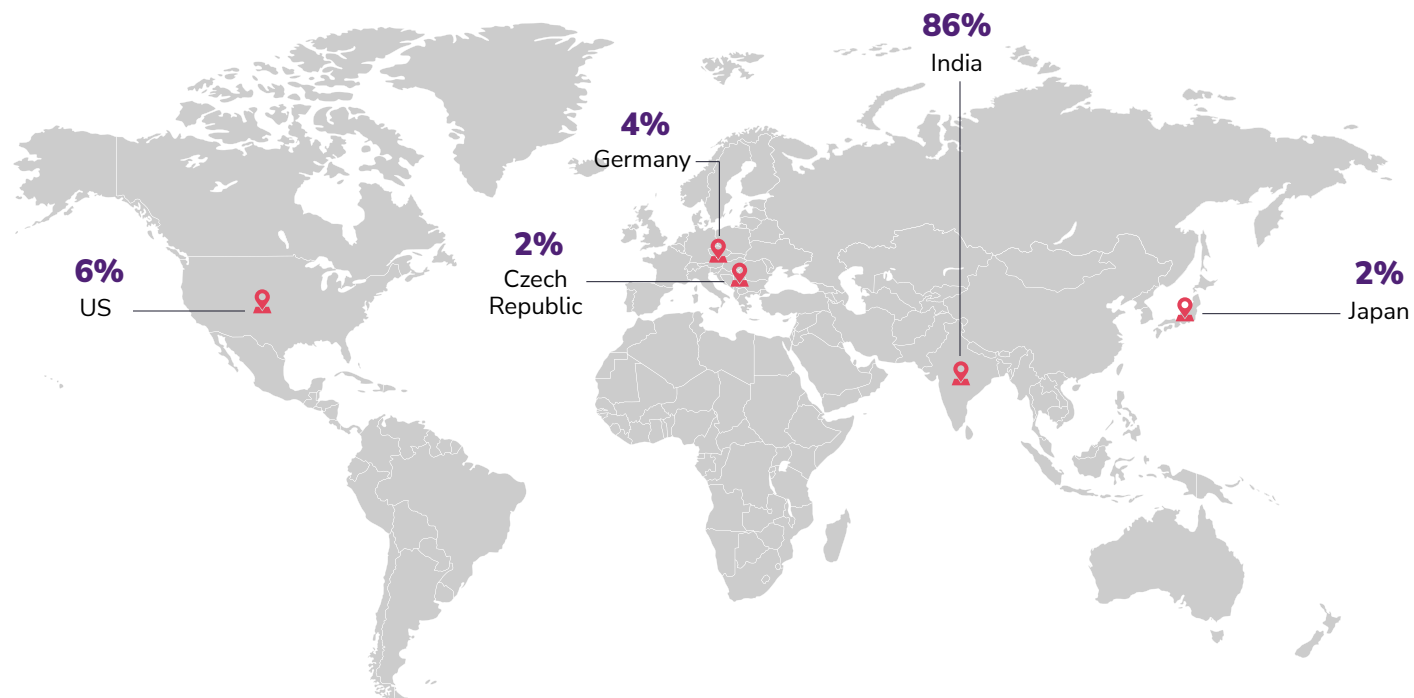
**28%**

2 to 5 years

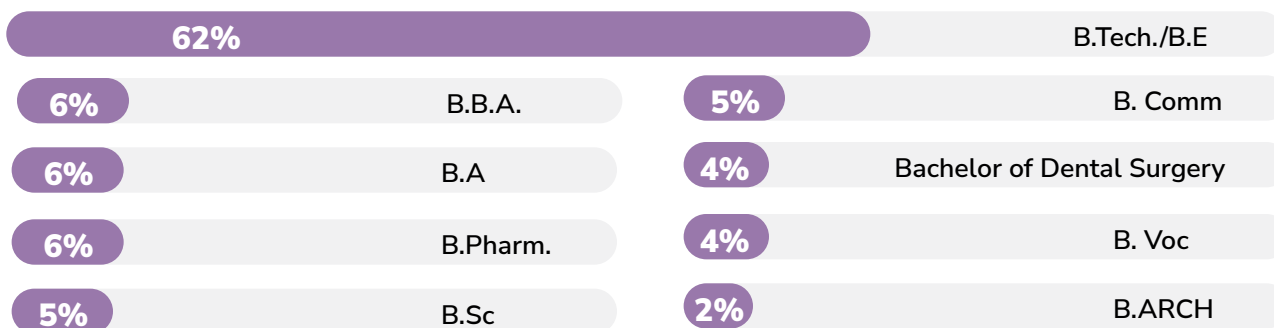
**47%**

5 years +

## Geographic Diversity - Current Location



## Graduation Details





## **Nongmaithem Galen Singh**

*Analyst,  
The Bank of New York Mellon,  
Pune  
Batch 2023-2025*

# Student **Testimonial**

*"Being a young professional, I was on the lookout for opportunities to strengthen my profile.*

*Enrolling for SPJIMR's newly launched PGDM Online programme has been one of the best decisions.*

*What we see in a traditional MBA classroom, whether they are group case studies, guest lectures, workshops, networking, etc. are all getting done and delivered in the online space.*

*Moreover, SPJIMR's reputation and legacy also promises to ensure top-notch high-quality education as well which, we from the first batch are getting.*

*We have access to lecture recordings, recorded videos explaining concepts and lot of reading material through the Coursera platform which is easy to navigate.*

*The classes are very interesting with a diverse cohort, rich learnings from faculty and able support from the teaching assistants.*

*In a nutshell, it's a very dynamic programme, two years of very exciting journey which aims to make a solid stand in the whole education space."*

*"I have gained valuable insights and formed meaningful connections with students worldwide. While managing work and studies is a challenge, the programme has equipped me with essential time management and multitasking skills. I'm grateful for the opportunity to learn and grow in such a dynamic environment"*



**Ishita Samant**

PGDM Online, Batch 2023 – 2025

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*"Enrolling in SPJIMR's PGDM online course has been one of the most significant decisions for me. With an aim of a career shift from the clinical aspects of medicine to a managerial role in the field, this course has been just the right scaffold. Living up to its reputation, SPJIMR provides learning beyond the classroom, with its holistic pedagogical approach it fosters immersive learning, case scenarios which one as a working professional, can resonate with, making the learning process both enriching and enjoyable.*

*One of the key highlights for me is the heterogeneity of our cohort, I get to network and interact with people from different walks of life, different thoughts, experiences and countries which, I believe, is important for invaluable insights and perspectives and enrichment. The other key highlight for me is that the course is industry relevant and has been taught by the masters of their fields, who push us to think beyond the realms. It has been a life changing journey so far and I can't wait to see what the future holds."*

**Parima Kaloti**

PGDM Online, Batch 2023 – 2025



## Eligibility Criteria

- Bachelor's degree with at least 50% of marks or equivalent CGPA in any discipline from a recognised university
- The degree awarded by an institute/university should be recognized by the Association of Indian Universities (AIU)
- Candidates with relevant work experience and additional qualifications shall be given preference

## Application Process

To apply for the PGDM Online 2024-2026, aspirants must fill the online application form  
<https://www.coursera.org/degrees/pgdm-spjimr>

## Timeline to Apply

Applications Open	Priority Deadline	Deadline 2	Final Deadline
January 15, 2024	March 1, 2024	May 1, 2024	June 30, 2024

## Selection Process

Shortlisted candidates will be informed of the group interview process and the interview schedule.

# Programme Fee with payment schedule

The fee for the PGDM Online 2024-2026 intake is Rs.10 lakhs, payable in six instalments.

Instalments	Amount (INR)	Timelines
Admission Fee*	25,000	
1 <sup>st</sup>	100,000	Latest by July 10, 2024
2 <sup>nd</sup>	125,000	November 10, 2024
3 <sup>rd</sup>	175,000	March 10, 2025
4 <sup>th</sup>	175,000	July 10, 2025
5 <sup>th</sup>	200,000	October 10, 2025
6 <sup>th</sup>	200,000	February 10, 2026
Total	1,000,000	

\*Within 15 days from the issue of the Admission letter.

- The application fee will be charged @ INR 1500 or \$ 20. This fee is non-refundable.
- Foreign nationals, NRIs, PIO participants will pay the equivalent amount of programme fees in INR.

## Scholarship

Scholarship will be offered to Women Learners (INR 1 Lakh each) on 'Need cum Merit' basis. The scholarship amount will be adjusted towards the 6th Instalment of fees

## Merit Awards

Based on the overall academic performance, the top 10 meritorious participants will be awarded with the DTT (Dean's top ten) Certificate

## Award of Diploma

Students shall be awarded the "Post Graduate Diploma in Management - Online" upon successfully meeting the academic requirements of the programme as set by the Academic Council of SPJIMR.



<https://www.spjimr.org/online/pgdmonline>



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