



# POST GRADUATE DIPLOMA IN MANAGEMENT

*2 Years - Online (PGDM ONLINE)*

Accredited by



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# 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. The world today is dynamic but imperfect. To create a better world, leaders and organisations will need to innovate and scale, wisely with humility, inclusivity and socio-environmental sensitivity.

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 has launched the two-year Post Graduate Diploma in Management (Online). The 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
- ▶ **80%** sessions in Synchronous Mode with live interactive sessions with faculty
- ▶ **20%** 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**

# Learning Takeaways



Building leadership and teamwork skills



Learning the ability to offer solutions to business problems



Integrate cross functional learnings



Adopting an integrative approach to decision making



Gaining knowledge through Experts from the Industry



Choice of three Micro Specialisations with four courses in each specialisation

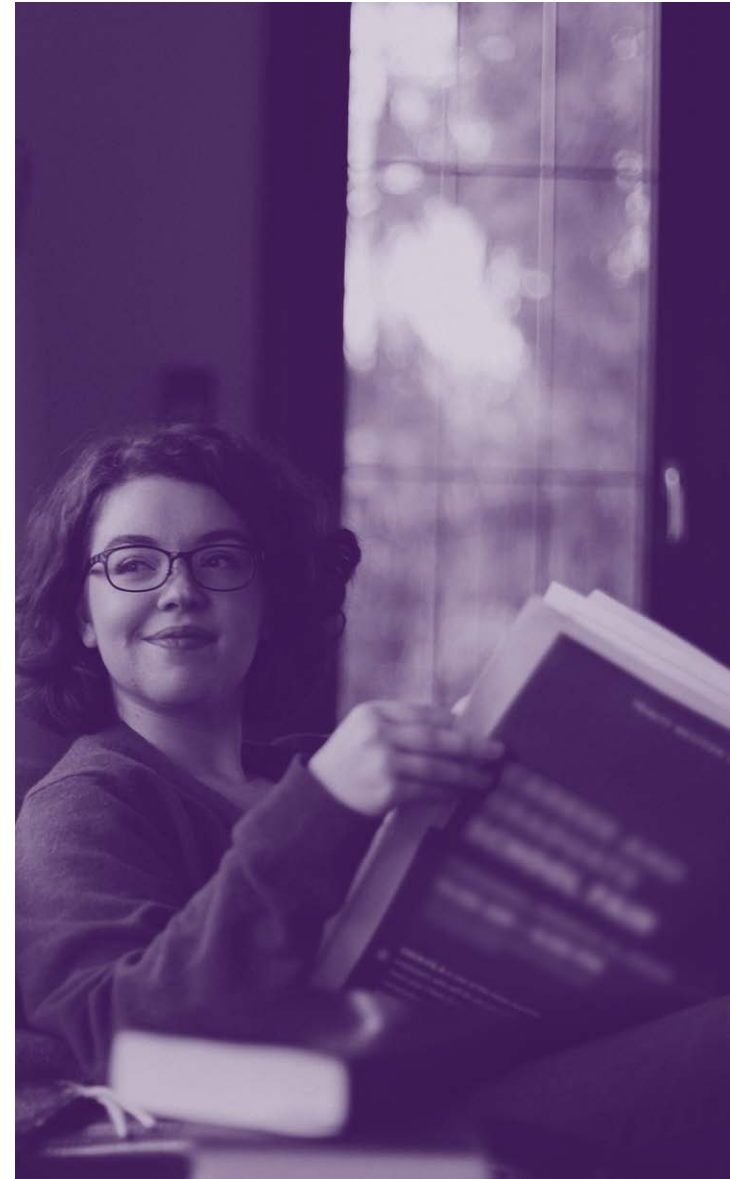
# Flexibility

- ▶ Option of 'Pay by Term'
- ▶ Option to opt for three 'micro-specialisations' in Year II
- ▶ Programme completion 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
- ▶ Ethics and Social Impact
- ▶ Critical Thinking
- ▶ Negotiation
- ▶ Working in Teams
- ▶ Decision Making
- ▶ Listening
- ▶ Personal Responsibility
- ▶ Besides offering to experience the Personal Growth Lab
- ▶ Workshops on CV writing and Career enhancement discussions
- ▶ 2-3 Mock interviews with feedback



# Programme Format

## PGDM Online

### Year I

Three Phases

**16 Courses | 38 Credits**

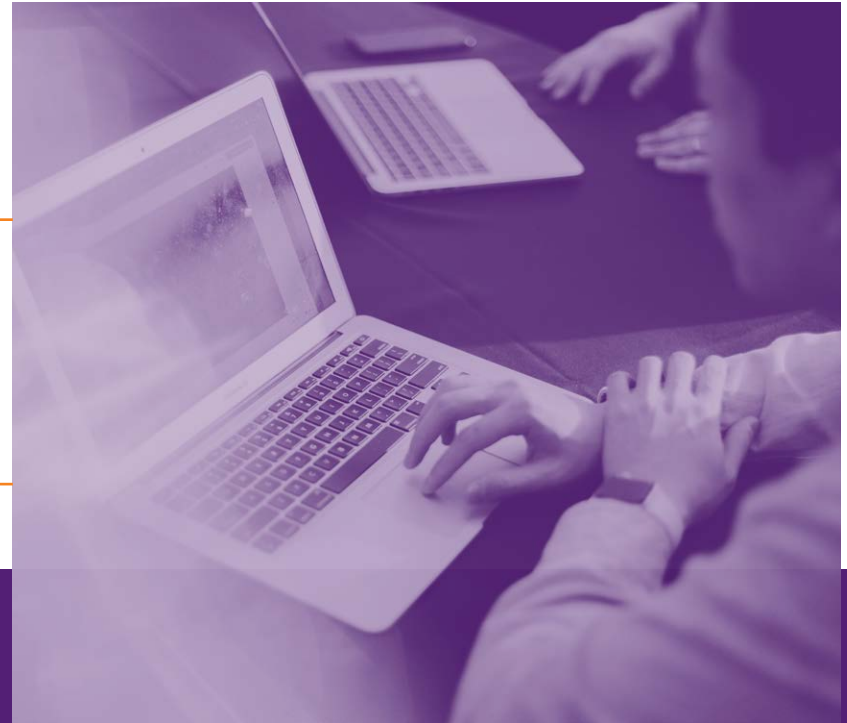
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### Year II

Three Phases

**12 Courses + Project/s  
42 Credits**

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Three Campus Immersions at SPJIMR,  
Mumbai Campus  
March 2024, September 2024, and March 2025

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*Tuesday, Thursday, and Saturday*  
*Two sessions*  
*(18:00 – 19:30 and 20:00 – 21:30)*

*Monday/Friday*  
*Tutorials/Guest Sessions*  
*(18:00 – 19:30 and 20:00 – 21:30)*

*Sunday*  
*Group work in the morning & two sessions*  
*(14:30 – 16:00 and 16:30 – 18:00)*

# 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. They would have continuous evaluations through 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, experience interacting with NGOs as part of Development of Corporate Citizenship

(DoCC), participate in Science of Spirituality (SoS) exercises in their journey towards self-mastery. In addition, participants will attend the Personal Growth Lab (PG Lab).

The course pedagogy includes live sessions by SPJIMR core faculty and visiting faculty, videos explaining basic concepts, which can be viewed at your convenience, before the scheduled class, case analysis and discussions, simulations, tutorials and peer learning through group work sessions.

The programme offers opportunities for systematic peer learning through flexible interactive sessions. The live sessions are scheduled on Sundays and weekday evenings. On Sundays, the programme offers opportunities for systematic peer learning through group work, followed by two sessions in the afternoon. 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

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### Year I

**38** Credits | **1140** Total hours of engagement

### Year II

**42** Credits | **1260** Total hours of engagement

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**Total 80 Credits & 2400 Total hours of engagement**

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# Year I - Functional & General Management Courses

## Phase I

Accounting

Data Analysis

Economics

Decision Analysis Simulation

Organizational Behavior and Human Resource Management

## Phase II

Marketing Management

Finance

Operations Management

Information Technology Strategy

Business Communication

## Phase III

Ethics in Business

Business Policy and Strategy

Design and Innovation

Legal Aspects of Business

Journey to Self Mastery

**Non Class Room Learnings: Social Immersion, Personal Growth Lab**

**Workshops: Business Negotiation, Critical Thinking, Career Development**



## Year II

- A bouquet of six micro-specialisations with four courses of 3 credits each.
- Participant can opt for three micro-specialisations of their choice.
- Live Projects.

### Finance and Markets

Financial Markets & Fintech

Corporate Valuation

Securities Analysis & Portfolio Management

Investment Banking, Private Equity & Venture Capital

### Organisation and Leadership

Managing High Performing Teams

Org. Transformation through Mgmt. of Change

Employee Relations and Labour Legislation

Leadership for VUCA World

### Marketing

Consumer Behavior

Sales and Distribution + B2B

Marketing Strategy

Digital Marketing/Brand Management

### Advances in Supply Chain

Supply Chain Management

Operations and Supply Chain Strategy

Technology & E-commerce

Innovation and Sustainability in Supply Chains

### Strategy

Advance Digital International Business

Technology Consulting - Leading Practices

Game Theory in Business Strategy

Microeconomics of Competitiveness

### Information Management & Analytics

Artificial Intelligence & Machine Learning

Business Intelligence & Analytics

Cognitive Automation Leveraging RPA & Chatbots

Blockchain for Business Applications

# Campus Immersion

There will be **three on-campus** immersions of 5 days each at SPJIMR's Mumbai Campus

The immersions are planned in **March 2024, September 2024, and March 2025**

The on-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 and guest sessions.



# 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.

## 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 shall be given preference

## Application Process

To apply for the PGDM Online 2023-25, aspirants must fill the online application form

<https://www.coursera.org/degrees/pgdm-spjimr>

Application window:

**May 1, 2023 to October 31, 2023**

Interviews will be conducted during the period

**June 2023 to October 2023.**

Sessions commencement date:

**November 30, 2023.**

## Selection Process

- Shortlisted candidates will be informed of the interview process
- Applicant will appear for a Psychometric Test, personal interview and a group interview
- The interview schedule will be conveyed to the shortlisted applicants

# Programme Fee with payment schedule

The fee for the PGDM Online 2023-2025 intake is Rs.10 lakhs/12200\$ and these fees are payable in six instalments:

Instalments	Admission Fee*	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	Total
Amount (\$)	350	1,200	1,550	2,100	2,100	2,450	2,450	12,200
Amount (Rs.)	25,000	1,00,000	1,25,000	1,75,000	1,75,000	2,00,000	2,00,000	10,00,000
Timelines - For Fee Payment	By							
		15/10/23	01/03/24	15/06/24	15/10/24	15/02/25	15/05/25	

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

## 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 6<sup>th</sup> Instalment of fees.

## Merit Awards

Basis 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>



[admissions.pgdmonline@spjimr.org](mailto:admissions.pgdmonline@spjimr.org)



Connect: Programme Manager,  
Mansi Parab on +91 22 61454384