keeplearning

TRANSITION TO LEADERSHIP ROLES, IN AN AI FIRST WORLD

PGDM in Healthcare

India's first Post Graduate Diploma in Management designed ground-up for Artificial Intelligence, and Digital Leadership marking a significant shift in workflows to enhance your professional potential.

POWERED BY JAGSoM JAGDISH SHETH SCHOOL OF MANAGEMENT AACSB ACCREDITED | DANSTAR Working Learning & Performance

Reimagining the MBA — through the lens of intelligent technology.

PGDM EDGE is your fast track to career success—leveraging cutting-edge AI tools designed to supercharge your productivity, sharpen strategic decision-making and elevate leadership effectiveness. Unlike traditional MBAs stuck in yesterday's syllabus, PGDM EDGE offers an industry-driven curriculum, seamlessly blending core MBA insights with powerful AI interventions that accelerate your growth, keep you ahead of the curve and ensure you're ready to lead in tomorrow’s tech-driven world.

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We at keeplearning are addressing the gap between offerings of Indian business schools and global education standards, which emphasize employability, adaptability & real-world skill development. This vision inspired the creation of the PGDM EDGE, a partnership with top 100 global colleges to deliver a world-class educational pathway for Indian aspirants. The program is designed to be future-ready, industry-aligned and accessible. kveeplearning's mission is to democratise opportunities previously reserved for the top 1%, making them achievable, affordable and transformative for a broader audience.

keeplearning

Our vision is to become your partner in lifelong growth and professional impact. Our platform is trusted by thousands, backed by global expertise and committed to your success.

25,000+
Professionals Empowered

150+
Bespoke Solutions Delivered

100+
Companies Served

keeplearning has provided customized, instructor-led and ready-made learning solutions by helping over 100 organisation up-skill employees, drive productivity and stay competitive in a fast evolving world.

With **keeplearning**, you're not just learning - you're launching.

CLIENTS SERVED

ORACLE TREDENCE Walmart

Union Bank of India Johnson & Johnson HDFC BANK

PGDM in Healthcare

Designed for ambitious professionals determined to modernise healthcare delivery, our 24-month PGDM in Healthcare Management, with applied AI specialisations, fuses classical management rigour with cutting-edge AI & data science modules.

This specialisation gives you a clear, working view of how today's healthcare system runs and how AI can improve it in the future. You study policy, hospital operations, finance and digital health together, so you see how one decision affects the whole service. Legal and ethics modules show you the limits of patient data use and keep your projects within the law. Strategy sessions give you the tools to plan change that can be measured in safety, speed and cost.

With AI specialisations, you will be future-proofing your career in healthcare management. In addition to technical and digital mastery, people-focused AI units on workforce analytics, pay and technology in HR prepare you to build and keep teams who can use new tools well. By the end, you can read policy, control budgets, use health data and lead staff in a way that raises care standards without breaking resources, supercharged by AI.

PROGRAM HIGHLIGHTS:

Built for leaders who don't wait for the future — they lead it.

Learn through remote learning with the option of campus immersion at JAGSoM Bangalore campus

CAREER-FOCUSED SPECIALISATIONS

Choose from high-growth tracks and AI-Integrated Curriculum like People & Talent Intelligence with AI, AI-Driven Marketing & Growth, Smart Finance with AI, Data Science and Business Analystics with AI, AI & Digital Leadership in Healthcare

CAMPUS IMMERSION

Access on-campus interventions that are designed to engage high-ambition students that offer deep-learning opportunities.

LEARNING STUDIO

State-of-the-Art e-learning delivery designed for working professionals, with rigorous weekend classes and weekly courseware.

FULL FLEDGED PGDM DEGREE

Earn a globally recognised, industry respected, full-fledged PGDM with a specialisation in 24 months, accredited by AACSB

PLACEMENT SUPPORT

Get placement support like resume building, Interviews preparation, career guidance, Soft skill training etc

YEAR 1

Building Foundational Leadership and Strategic Mindset

Year 1

Intervention 1 - (2 Days)

- **ICEBREAKER SESSION:** Students introduce themselves using 3 emojis or images to spark creativity and connection.
- **WORKSHOP – EFFECTIVE AI TOOLS FOR MODERN MANAGERS:** Tools for Managers: Hands-on training in AI tools like ChatGPT and Notion for business productivity

Intervention 2 – (2 Days)

- **ICEBREAKER – BUSINESS IMPROV GAMES** : Fun ideation games that promote team bonding and creative thinking.
- **MASTERCLASS – ADVANCED NEGOTIATION WITH A STRATEGIC TWIST:** Negotiation With A Twist: Simulated Negotiation Scenarios Focused On Value And Influence.
- **CHANGE MANAGEMENT WORKSHOPS:** Practical training on leading change and handling resistance.
- **STUDENT-HOSTED EVENT:** Learners plan and run a professional/ community event to build ownership and leadership.

Year 2

Intervention 3 – (2 Days)

- **CXO ROUNDTABLE:** Industry leaders share insights on leadership, innovation, and change.
- **CASE STUDY PRESENTATIONS:** Teams solve real problems and pitch solutions to industry leaders.
- **EXECUTIVE CAREER WORKSHOP:** Industry leaders share insights on leadership, innovation, and change.

A Team of Expert Faculties

Dr. Venkatesh Sunkad

Director, JAGSoM

Domain : AI, IoT, and Telecom

Prof. Rakesh Mediratta

Joint Director, JAGSoM

Domain: Marketing Management, Sales & Services

Prof. Edwin Moses

Professor, JAGSoM

Domain : B2B marketing, Key Account Management, Negotiations

Prof. Anand Narasimha

Professor, JAGSoM

Domain : Branding & MarCom, Business Strategy, Innovation & Creativity

Dr. Rajendra Kumar

Professor & Chairperson, Centre of Excellence in Banking

Domain : Banking

Prof. Prashant Goyal

Faculty, JAGSoM

Domain : Private Equity, Business Valuation, Entrepreneurship,

Intervention 4 – (2 Days)

- **CAPSTONE BOARDROOM PRESENTATION :** Final project pitches to faculty and industry in a boardroom setup.

- **COCKTAIL MAKING CLASS:** Informal dinner activity to network and celebrate the learning journey.

JAGDISH SHETH
SCHOOL OF
MANAGEMENT
Formerly IFIM Business School
AACSB
ACCREDITED

Jagdish Sheth School of Management

Jagdish Sheth School of Management (JAGSoM), formerly IFIM Business School, was established in 1995 and rebranded in 2020 to honor Professor Jagdish Sheth.

It is one of only 23 AACSB-accredited business schools in India, featured in the QS Global Rankings and is known for its emphasis on developing high employability professionals with both depth and breadth in business skills. Led by a diverse Board of Governors, JAGSoM offers programs aimed at producing innovative, globally minded leaders. The school has two campuses - Bangalore and Greater Mumbai - leveraging industry connections for enhanced learning.

JAGSoM is highly ranked nationally for Future Orientation (All-India #9) and Learning Experience (All-India #7) by Business Today – MDRA, and is ranked #10 among private business schools by Education World India

QS GLOBAL RANKING

101+ Rank for PGDM Marketing & Business Analytics

151+ Rank for PGDM Finance

bt BUSINESS TODAY

7th Rank in Learning Experience

9th Rank for Future Orientation

10th Ranked 10th in Private Business Schools

AACSB ACCREDITED · AICTE Approved · NBA · QS Ranked 101+ in Analytics & Digital Business · Association of Indian Universities · SAQS ACCREDITED

TERM	COURSE	
TERM 01	Introduction to Digital Business	03
	Managerial Decision Making	03
	Management Accounting	03
	Corporate Finance	03
	Human Capital Management	03
	Proficiency in Business Tools - I	02
	Lifeskills Level 0	01
	Lifestyle Level 0	01
JAGSoM	Total Credits:	19

TERM 02	Financial Accounting & Financial Statement Analysis	03
	Organizational Behaviour	03
	Marketing Management	03
	Operations Management	03
	Lifestyle Level 1	01
	Proficiency in Business Tools - II	02
	Lifeskills Level 1	01
JAGSoM	Total Credits:	16

Core Practical Elective

TERM	COURSE	CREDIT
TERM 03	Business Environment	03
	Coding with R and Python	03
	Decision Making Science	03
	Lifestyle Level 2	01
	Proficiency in Business Tools - III	02
	Lifeskills Level 2	01
	Social Immersion Program	06
JAGSoM	Total Credits:	19

TERM		
TERM 04	Business Economics	03
	Business Strategy & Simulations	03
	Artificial Intelligence and Machine Learning	03
	Quantitative Techniques in Management	03
	Business Data Visualization	03
	Lifeskills Level 3	01
	Lifestyle Level 3	01
JAGSoM	Total Credits:	17

Core Practical Elective

TERM	COURSE	TYPE	CREDIT
TERM 05	**AI & Digital Leadership in Healthcare**		
	Health Systems & Policy		03
	Hospital & Clinical Management		03
	Healthcare Business & Finance		03
	Digital Health & Informatics		03
	JAGSoM	Total Credits:	12
TERM 06	**AI & Digital Leadership in Healthcare**		
	Health Law - Ethics & Legal Framework		03
	Digital Health & Informatics		03
	Healthcare Strategy & Leadership		03
	JAGSoM	Total Credits:	09
TERM 07	Industry Internship Program		10
	JAGSoM	Total Credits:	10

*Course And Terms Are Tentative & Subject To Change.

TERM 1		TERM 2		TERM 3		TERM 4		TERM 5		TERM 6		TERM 7		TOTAL CREDITS
19	+	16	+	19	+	17	+	12	+	9	+	10	=	102

Career Engine™

We understand that upskilling is only useful when it moves your career forward. That's why we're building the keeplearning Career Engine™ — a structured system to guide learners through goal-setting, skill development, mentorship and job-readiness.

Our Offerings

Structured career support, built into every program.

Clarity Support

Get personalised guidance from day one to align your learning journey with your professional goals. We help you cut through the noise and focus on what truly matters for your career.

Career Assessment

Kickstart your program with an optional SHL Test to uncover your strengths and make informed choices from the start.

1:1 Goal-Setting Sessions

Work one-on-one with certified career coaches to set clear goals and get a personalized career roadmap.

Pathways Based on Learner Intent

Get tailored learning and career pathways aligned to your goals—no generic advice, just focused, effective guidance.

Skill-Building Track

Go beyond technical knowledge with a dedicated track focused on building the soft skills employers value most. Sharpen your ability to lead, collaborate, and communicate with impact.

Personalised Soft-Skill Development Plans

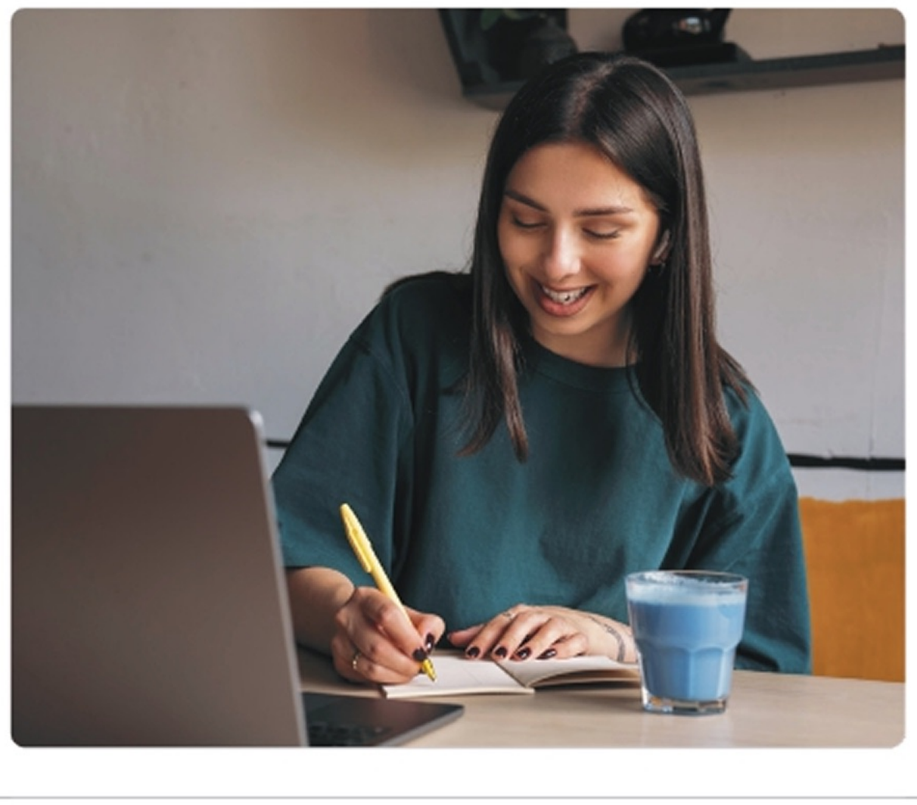
Get a personalized development plan with targeted recommendations to build the right skills for your goals.

Live Sessions on Workplace-Critical Skills

Join expert-led live sessions to strengthen your communication, leadership, time management, and stakeholder management skills.

Learning Through Action

Build confidence through hands-on activities, real-world scenarios, peer reviews, and role-plays that reflect real work situations.



eMentorship & Community

Participate in guided group mentoring sessions led by seasoned professionals. Get insider insights, career guidance and the chance to ask questions that matter to your journey.

Access to Alumni Circles and Learning Cohorts

Connect with peers and alumni in exclusive forums for shared insights, opportunities, and lasting support.

1:1 Mentoring with Industry Professionals

Join guided group mentoring for expert insights, career advice, and meaningful Q&A.

Domain-Focused Engagement Sessions

Join curated masterclasses in your field—marketing, finance, analytics, AI, or leadership—and learn from experts and peers.

Career Readiness & Placement Support

Access professionally designed templates and frameworks to refine your resume and LinkedIn profile. Make your personal brand recruiter-ready and aligned with global best practices.

Resume & LinkedIn Review Templates

Use expert-designed templates to polish your resume and LinkedIn, making your personal brand recruiter-ready.

Interview Preparation and Mock Sessions

Build interview confidence with prep kits and mock interviews that teach answer structure and handling tough questions.

Capstone Projects

Gain hands-on experience by working on live projects, building your portfolio, and boosting employability. 4.1-mini

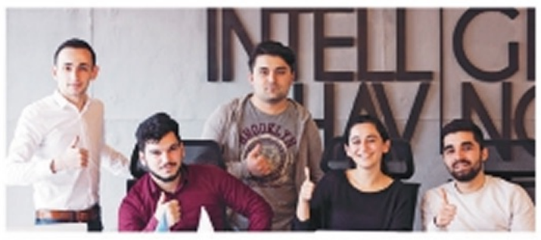
WE TAILOR DEVELOPMENT BASED ON EXPERIENCE LEVEL

Soft Skills by Career Stage

1

EARLY-CAREER (0-5 YRS)

- Communication Basics
- Teamwork
- Confidence
- Task Ownership



2

MID-CAREER (6-15 YRS)

- Structured Thinking
- Stakeholder Management
- Situational Influence
- Decision-Making

3

ASPIRING LEADERS (15+ YRS)

- Strategic Storytelling
- Mentorship As A Leadership Competency
- Interpersonal Impact In Leadership

How to access Career Support?

Most of our programs already include parts of the Career Engine. We're actively rolling it out across all offerings — and continuously improving it based on learner feedback.

keeplearning Immersive Classroom

Redefining Online Learning

Immersive & Engaging Learning

Facilitates real-time interactions, bringing learners and instructors closer than ever.

Innovative Technology

Recreates the energy of traditional classrooms using advanced production studios and interactive tools.

Global Accessibility

Participate from anywhere, contributing to meaningful discussions and case studies.

Seamless Support

End-to-end technical and delivery expertise ensures every session is smooth and successful.

World-Class Design

Built to reflect the collaborative spirit and intellectual rigor of leading educational institutions.

Hybrid Learning

Applicants can join the course remotely, but can also choose on-campus mode of learning in Year 1

Eligibility & Application Process (ASP)

ELIGIBILITY

- UG degree from a recognized institution with minimum 50% marks in graduation for General category and 45% for SC/ST category.

APPLICATION PROCESS

1. Submit the online application form.
   Provide academic transcripts and work experience details.
2. Attend a Personal Interview with the Faculty and secure admission upon successful clearance
3. Receive admission confirmation and complete payment for enrolment.

FEE STRUCTURE WITHOUT IMMERSION

Application Fees Non-Refundable	**INR 1000**
Registration Fees	**INR 30,000**
1st Installment At the beginning of the batch start date	**INR 1,84,500**
2nd Installment At the beginning of the Term 3	**INR 1,84,500**
Total Fees	**INR 4,00,000**

FEE STRUCTURE WITH 8 DAYS CAMPUS IMMERSION

Application Fees Non-Refundable	**INR 1000**
Registration Fees	**INR 30,000**
1st Installment At the beginning of the batch start date	**INR 2,34,500**
2nd Installment At the beginning of the Term 3	**INR 2,34,500**
Total Fees	**INR 5,00,000**

REFUND POLICY

Cancellation before class commencement	
Before 30 days	Full refund except for the Application Fee
Before 15 days	Non-Refund of Application and Registration Fee
Before 5 days	Non-Refund of Registration Fee + 50% of Tuition Fee
Cancellation after class commencement	No Refund

Skill development is the only way to be future-ready. Invest wisely.

keeplearning · +91 7090900042 · admissions@keeplearning.live

BENGALURU CAMPUS
KIADB Industrial Area 8 P & 9 P, Infosys Drive, Electronics City Phase 1, Bengaluru, Karnataka - 560100

MUMBAI CAMPUS
Vijaybhoomi University, Greater Mumbai Jamrung, Tehsil – Karjat, District – Raigad, Maharashtra - 410201

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