



Institute of
Management Technology
Centre for Distance Learning, Ghaziabad



Post Graduate Diploma in Management

Approved by AICTE



Post Graduate Diploma in Management

IMT CDL's Post Graduate Diploma in Management (PGDM) through the distance mode is specially designed to equip students with comprehensive management education. This Two Year Program comprises of four semesters. The curriculum has been designed to lay a strong foundation for logical and analytical skills of the students. The two year program provides an intensive and challenging

learning experience. The curriculum covers all important areas of management specializations. The integrated nature of this program allows a holistic appreciation of business, which is critical to the achievement of a sustainable competitive position in today's ever-changing business environment.

THE CURRICULUM HAS BEEN DESIGNED TO LAY A STRONG FOUNDATION FOR LOGICAL AND ANALYTICAL SKILLS OF THE STUDENTS.

PROGRAM OBJECTIVES

- To demonstrate proficiency in analysing and interpreting a wide range of business information related to the various functional areas of management.
- To develop and demonstrate key personal and inter-personal skills required for effective management and implementation of solutions to business problems at all levels within and outside the organisation.
- To critically appraise a range of relevant theoretical business management concepts.
- To update the knowledge base related to business domains and appreciate their significance.
- To critically appreciate the significance of theoretical developments in business and their strategic implications.

PROGRAM STRUCTURE

- PGDM is covered into Four (4) semesters.
- The Program includes Fifteen (15) Core courses with a total of Ninety (90) credits, Four (4) Elective courses with a total of Sixteen (16) credits and a Project work of Eight (8) credits.
- In the first three semesters the student will learn concepts in all the key areas of management. The last semester will focus on the area of chosen specialisation. The electives have to be chosen from the choice given in that area and the project dissertation has to be submitted in that area as well.
- The PGDM Program offers specialisations in five areas - Marketing, Finance, Human Resource, Operations, and Business Analytics.
- To get a Post Graduate Diploma with specialisation, a student has to successfully complete at least Four (4) electives in one specialised area.

ELIGIBILITY

- Graduation in any discipline.

PROGRAM DURATION

- Duration of the program is Twenty-four (24) months. However the program can be completed within Four (4) years from the time of admission.

CURRICULUM

| YEAR 1 | SEMESTER 1 | | | |
|--------|-------------|-------------------------------------|-----------------|---------|
| | Course Code | Course Title | Course Category | Credits |
| | PGTC511 | Principles of Management | Core | 6 |
| | FINC512 | Financial Accounting | Core | 6 |
| | MKTC513 | Marketing Management | Core | 6 |
| | ECOC514 | Eco. Environment of Business | Core | 6 |
| | MGTC515 | Business Communication | Core | 6 |
| YEAR 1 | SEMESTER 2 | | | |
| | Course Code | Course Title | Course Category | Credits |
| | FINC521 | Corporate Finance | Core | 6 |
| | QTM522 | Quantitative Methods | Core | 6 |
| | HRMC523 | Organization Behavior | Core | 6 |
| | OPMC524 | Operations Management | Core | 6 |
| | ITSC525 | IT Tools | Core | 6 |
| YEAR 2 | SEMESTER 3 | | | |
| | Course Code | Course Title | Course Category | Credits |
| | IMTC631 | Legal & Regulatory Env. of Business | Core | 6 |
| | IMTC632 | Business Policy | Core | 6 |
| | IMTC633 | Managing Startups | Core | 6 |
| | IMTC634 | Data Science | Core | 6 |
| | IMTC641 | Ethics & Corporate Governance | Core | 6 |
| YEAR 2 | SEMESTER 4 | | | |
| | Course Code | Course Title | Course Category | Credits |
| | IMTC642 | Project | | 8 |
| | | Elective 1 | | 4 |
| | | Elective 2 | | 4 |
| | | Elective 3 | | 4 |
| | | Elective 4 | | 4 |

LIST OF ELECTIVES

SPECIALIZATIONS

To get a Post Graduate diploma with specialization, a student has to successfully complete at least four (4) Electives in one (1) specialized area.

Dual Specialization –
 The student can specialize in an additional area if s/he desires by paying relevant course fee. S/he can opt for dual specialisation by doing Four (4) electives from a different specialised area.

MARKETING

Course Title

- | | |
|--------------------------|--|
| 1. Retail Management | 4. Consumer Behavior |
| 2. Digital Marketing | 5. Marketing Research |
| 3. Marketing of Services | 6. Integrated Marketing Communications |

FINANCE

Course Title

- | | |
|-------------------------------------|---|
| 1. Financial Risk Management | 4. Financial Analysis & Business Valuation |
| 2. Retail Banking | 5. Security Analysis & Portfolio Management |
| 3. Management of Financial Services | 6. Fixed Income Securities |

HUMAN RESOURCE

Course Title

- | | |
|---------------------------|--|
| 1. Industrial Relations | 4. Strategic Human Resource Management |
| 2. Performance Management | 5. Compensation & Reward Management |
| 3. Managing Diversity | 6. Learning & Development |

OPERATIONS

Course Title

- | | |
|----------------------------|----------------------------------|
| 1. Project Management | 4. Quality Management |
| 2. Operations Strategy | 5. Service Operations Management |
| 3. Supply Chain Management | 6. Business Models |

BUSINESS ANALYTICS

Course Title

- | | |
|---------------------------------------|------------------------|
| 1. Data Mining for Business Analytics | 4. Risk Analytics |
| 2. Marketing Analytics | 5. Business Simulation |
| 3. HR Analytics | 6. Predictive Modeling |

ADMISSION

☎ 1800 200 1063

✉ admissions@imtc dl.ac.in

Admissions are done twice a year -
July and January.



ADMISSION PROCESS

Admission Forms are available at IMT CDL office and also online at IMT CDL website. The duly filled forms along with the draft for the fee may be submitted to the IMT CDL office. Online Admission Form and Online Payment for the fee can be submitted at IMT CDL website. A student cannot undergo two programs of IMT CDL at the same time. If any student is found to have opted for two programs, he / she will have to withdraw from one of the programs and the fee paid for that program will be refunded.

ELIGIBILITY

- Minimum eligibility criteria for admission in PGDM is Graduation in any discipline.
- The maximum duration for completing any course is the double number of years of normal duration.

FEE STRUCTURE

- Total amount of 1,10,000 to be paid in four equal installments divided in four semesters.

DOCUMENTS TO BE ATTACHED

- Two passport size photographs
- Photocopy of the Degree or the final year marksheet
- Photocopy of the High School Certificate for verification of date of birth, student's and father's name
- Photocopy of the Certificate for verification of the defense personnel, SC/ST, war widows & handicapped candidates
- Photocopy of the Intermediate School Certificate
- ID Proof - Photocopy of Aadhar Card / Driving License / Passport
- Experience Certificate where applicable

(All the attached documents are to be self attested).

NOTE:

- In case of foreign degree, submission shall be with approval of Ministry of HRD, Government of India, including copy of Passport and Study Visa.
- Aspirant may either apply on website or send a Demand Draft of Rs. 1100/- to IMT CDL, A-16, Site-3, UPSIDC Industrial Area, Meerut Road, Ghaziabad in favour of IMT CDL, payable at Delhi.
- IMT CDL has the right to deny admission to any candidate after verifying his credentials.