

## BHARATI VIDYAPEETH'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

### PGDBM PROGRAM

[AICTE Approved]



## PROSPECTUS

“As a student, you will find that the study of Business & Management not only provides insights, but also gives you analytical equipment and knowledge to actually begin to perform in business that operates globally”



## Director's Message :

BVIMSR (Bharati Vidyapeeth's Institute of Management Studies & Research) was established in 1984 to cater to the needs of corporate India by providing quality education in Management and Information Technology.

We have been conducting Mumbai University affiliated full time MMS (Master's in Management Studies) program and its own AICTE approved PGDBM (Post Graduate Diploma in Business Management) Program. The institute also conducts part time programs like MFM (Master in Financial Management), MMM (Master in Marketing Management) and MHRDM (Master in Human Resource Development Management), which are affiliated to University of Mumbai and its autonomous top match and prestigious programmes like Executive MBA.

I am sure that our pursuit and passion for the top quality professional education will continue to provide corporate world in India and globally with managers of tomorrow. I am proud to state that our alumni, which are 3000+ in number, have been placed at key positions with blue chip organizations in India and abroad.

I am confident that our Institute will continue enriching and contributing to both Corporate India and as well as individual professional excellence.

Dr. D. Y. Patil

## The PGDBM Programme :-

PGDBM has been the earliest programme initiated by the institute of meet the needs of the industry & organizations. The programme was approved by the All India Council for Technical Education (AICTE) in 2008.

Being an autonomous programme, PGDBM is conducted in close association with the industry. The PGDBM Programme is divided into four semesters. Marketing, Finance, Operations, Human Resources & System are offered as specialization.

The student are exposed to the corporate world through BVIMSR industry academia interface, summer internship & short term projects, which all are the part of the course design & has to be compulsory taken up by the students. Live projects & industrial visits which are jointly guided by the industry manager & core faculty develop students understanding of modern business process.

## **Programme Objectives :**

The two-year PGDM programme of BVIMSR equips students with strong conceptual skills to manage business in an integrated manner. The emphasis is on developing a holistic manager with a vision to take on the challenges for the future. Some of the key goals are:

- Sharpening the analytical and problem solving skills using managerial tools.
- Imparting knowledge in functional areas of management with an objective of preparing students for cross-functional positions in industry.
- Developing the student's personality with strong values and a positive attitude, so that She/he is receptive to societal concerns and committed to ethical conduct.

## **Eligibility:**

### **Qualification :**

Bachelors degree((10+2+3) with minimum 50% marks in aggregate or equivalent grade. Applicant appearing for final year degree examination can also apply.

## **Aptitude Test:**

Applicants who have appeared in one of the following written attitude tests are eligible to apply:

CAT / MAT / ATMA / MH-CET / CMAT.

Applicants must submit documentary proof/evidence for the aptitude score which they are mentioning in the form.

## **Selection Procedure :**

The eligible candidates will be invited for written tests followed by group discussion & personal interview. The final selection of the candidate is based on his /her performance in the qualifying examination. The candidate will be assessed on following criteria:

## **Course Fee:**

1st Year : Rs.2,60,000.00

2nd Year : Rs.2,30,000.00

The course fee includes tuition fee, examination fees, tutorials, industrial visits ,course manual, corporate apparel, laptop & participation in seminar.

## **Internship & Project :**

2 months summer internship & 4 months capstone project.(Arranged by the Institute)

## **Evaluation Process :**

Evaluation of a students performance is a continuos process during all the six semesters. To be recommended for the award of the degree, students are required to achieve a prescribed standard in the total course work ,including both mid term & end term examinations.

## **Award of Degree :**

The following are the requirements for passing the examination & award the degree.

### **• Attendance :**

Every student is expected to attend all the classes ( not less than 75% in any case)

### **• Examination :**

A student's performance will be judged in the mid term & end term examinations. Every course carries a maximum of 100 marks. The mid term exam includes assignment, class participation & written examination, whereas the end-term includes written exams. To clear a course every student has to score a minimum of 50% marks.

### **• Summer Training :**

Summer training in the industry / reputed organization is an integral part of the first year course. Every student is required to write a summer training report. The students are assessed on the basis of their performance during summer training.

### **• Dissertation & Internship :**

Every student is required to undergo Internship for a capstone project at the end of 5th semester.

### **• Certification :**

Student's who successfully complete the program will be awarded 'Post Graduate Diploma in Business Management'



## Why Us :

Why we are the preferred Business School?  
BVIMSR has been consistently ranked amongst the best business schools

Mumbai & Navi Mumbai BVIMSR has developed unique learning initiatives which have become the hallmark of the Institute. These initiatives are the outcome of three decades of experience in the field of management education.

### INITIATIVES

#### MENTORSHIP PROGRAMME :

BVIMSR has developed a unique system where the institute's alumni act as future business leaders. Groups of students are attached to select alumus act as a mentor to his group. He/She offer assistance support and facilitating the realization of their career objectives.



as mentors to the alumni and the guidance to them,

#### ORIENTATION AND TEACHING METHODOLOGY :

BVIMSR's curriculum lays emphasis on learning-combining lectures, case studies, projects, games and for overall development of students. All new students go through a days orientation programme which includes indoor as well as to help them settle down, get to know each other and form strong working



participatory outdoor sessions minimum seven outdoor sessions, teams.

#### INDUSTRY INTERACTION :

Throughout the year the student organize and various face to face interactions with leading industry professional through guest lecturer's that prove to be regular 'reality checks' for the students.



participate in seminars and

#### CAREER IMPACT :

BVIMSR goes beyond giving you a management prepares you for a high-flying career as a top leaders equipped with the wherewithal to occupy the very top echelons corporate world. A BVIMSR manager is equipped to lead, no matter goes. At BVIMSR we create cognizant, competent and confident leaders; individuals who will make difference in their chosen field of work and they live in; professionals who will cherish and uphold values of integrity, efficiency, simplicity and hard work.



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#### CENTRE FOR RESEARCH STUDIES :

BVIMSR's Center for Research Studies conducts doctoral, post-doctoral programmes, focused researches. The policy and structure of through its research output. offered in collaboration with Mumbai. BVIMSR's has also been able establish strong industry linkage its MDP's short term projects with industry & research bodies.



industry and academic center has influenced many organization The programme is University of to through

## **Students Council :**

### **Academic Cell:**

Academic cell is looking after coordinating various academic activities like orientation, board of studies organizing tutorials to name few. The objective is to achieve academic excellence with the help of matching industry requirement & industry syllabus.

### **Alumni Cell:**

The alumni cell aims at generating and maintaining an effective alumni network. We reach out to the alumni & keep them connected to alma-mater through mediums like alumni meet, guest lectures, seminars & newsletters.

### **Editorial Cell:**

Editorial cell is the voice of BVIMSR. It provides the institute with corporate & media exposure bringing our students to the forefront of the latest happenings in the business world. They conceptualize, create and review the i-house magazine and news letters.

### **Events Cell:**

The event cell is the nervous system of the institute when it comes to events & activities on & off campus. Whether it is organizing the cultural fest, or hosting business seminars. The event cell makes sure that the lives of students are filled with fun & entertainment.

### **Placement Cell:**

The placement cell coordinates all placement activities & helps guide their batch mates for successful career placements. It acts as an interface between the academic program of the students & their entry into corporate world.

### **Sports Cell:**

The purpose of the cell is to inculcate the spirit of sportsmanship amongst student managers. They conduct various sporting events amongst student faculty & staff.

### **Entrepreneurship Cell:**

The Entrepreneurship cell at BVIMSR is a place for people who have sincere desire to work towards entrepreneurship. It invites eminent entrepreneurs to deliver & share their journey to educate the students.

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## **Students Speak :**

"At BVIMSR I got an opportunity to learn management in the company of students hailing from different backgrounds and thoughts. BVIMSR provided us various opportunities to learn the things in our own way by providing ideal mix of academics and exposure in terms of corporate interfaces .The facilities at BVIMSR rank at par with the very best in Mumbai'.

*Trishan Sabat 2009-11*

"The PGDBM Programme at BVIMSR has changed everything for me. It has given me confidence to achieve goals with a lot of ease. The programme truly is one of the best in Mumbai ".

*Divya Agarwal 2010-12*

"My transition from a young technocrat to a business force to reckon with is attributed to the pedagogy and all-inclusive courseware at BVIMSR".

*Pooja Ingle 2013-15*

"BVIMSR has offered me opportunities and experiences one would be hard pressed to get at any other institute",  
*Abhisheka Bhalerao, 2013-15*

"BVIMSR's diversity, industry benchmarked courses and excellent faculty have prepared me with a strong academic foundation and invaluable practical knowledge which I can utilize to face any challenge head on",  
*Arun Singh, 2013-15*

"Those were moments of change and life is on a fast track since. "

*Siddarth Suchak, 2014-16*

Course Details :  
**PGDBM**

Sr. No.	Tri Semester I	Sr. No.	Tri Semester II	Sr. No.	Semester III
1.	Introduction To Management	1.	Managerial Economics	1.	Business Environment
2.	Business Information System	2.	Business Law & Taxation	2.	Marketing Management
3.	Business Accounting	3.	Cost & Management Accounting	3.	Financial Management
4.	Business Communication	4.	Research Methodology	4.	Operations Research
5.	Business Mathematics & Statistics	5.	Operations Management	5.	Project Management
6.	Organizational Behavior	6.	Entrepreneurship Management	6.	Human Resource Management
Sr. No.	Tri Semester IV [ Common Subjects ]				
1.	International Business	2.	E-Business	3.	Strategic Management
Sr. No.	Tri Semester IV [ Specialization ]				
	Marketing		Finance		Human Resource
1.	Sales & Distribution Management	1.	Advanced Financial Management	1.	HR Planning & Audit
2.	Product & Brand Management	2.	Investment & Portfolio Management	2.	Organization Theory Structure, Design & Learning Organization
3.	Consumer Behavior	3.		3.	Industrial Relations & Labor Laws
Sr. No.	Tri Semester IV [ Specialization ]				
	Operations		Systems		
1.	Logistics & Supply Chain Management	1.	IT Enabled Enterprise planning		
2.	Total Quality Management	2.	Data base management system		
3.	Materials Management	3.	Software engineering		



Sr. No.	Tri Semester V [Specialization]			
	Marketing	Finance		HR
1.	Retail Management	1. Financial Modeling	1.	Organization Development
2.	Selling & Negotiation Skill	2. Financial Planning & Wealth Mgt.	2.	Change Learning & Development
3.	Marketing Strategy	3. Banking & Insurance	3.	Competency Based HRM
4.	Advertising & Sales Promotion	4. Derivatives & Risk Management	4.	Compensation & Benefit
5.	Services Marketing	5. Mergers, Acquisitions & Corporate Valuation	5.	Performance Management System
6.	International Marketing	6. Strategic Financial Management	6.	Behavioral Dynamics & Psychometric Testing

Sr. No.	Tri Semester V [Specialization]		
	Operations	Systems	
1.	Lean Six Sigma	1. Computer Networks & Communication	1.
2.	Theory of Constraints	2. Software Project management	2.
3.	Business Process Reengineering	3. IT Risk Management	3.
4.	Operations Planning & Control	4. Logistics & SCMIT	4.
5.	Service Operations Management	5. Security & Audit	5.
6.	Operations Strategy	6. Software Quality Assurance	6.

Sr. No.	Tri Semester VI
1.	Capstone Project

#### Placement & Careers :

The Corporate Relations & Placement Cell provides necessary impetus to launch our students into a real world where cut throat competition is the order of the day. The corporate relations and placement cell plays a vital role in finding suitable job opportunities for students, trying up with Industries & Professional organization for fruitful & mutually beneficial linkages.

#### Training & Placement Activities :

1. The cell works round the year effectively and efficiently to liaise with reputed Organizations.
2. Facilitate training and providing placement assistance to its students.
3. It also ensures an active interaction with industry by organizing guest lectures, seminars, conferences.
4. Invites renowned trainers in behavior skills to enhance soft skills of the student.
5. Arrange for Personality Development Sessions, Career Development Programs.
6. Interview technique program to felicitate students to perform better in campus recruitment program.



## **:Vision :**

To be at the pinnacle of management education by providing an innovative, holistic and dynamic learning environment to bring social transformation.

## **: Mission :**

To foster excellence in teaching and research for developing students to become socially responsible corporate citizens.

To equip students in entrepreneurial and professional skill to perform in global environment.

To develop faculty by encouraging participation in research, consultancy and faculty development programs

To strengthen alumni network and establish communication and interaction for mutual benefit.



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