

Post Graduate Diploma in
Management



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About the Program

A Post Graduate Diploma in Management (PGDM) allows you to see the big picture of how a company's units function together to achieve a mission. Whether you want to grow in your company, start your own business, or make a career switch, a PGDM certification provides the core skills and knowledge you need to solve the most pressing issues in any industry.

In partnership with Jagdish Sheth School of Management, the PGDM program is structured according to global and national standards and the curriculum is revised periodically by incorporating the latest trends in business and technology. It aims to set you on the path to becoming a great manager with a contemporary skill-

set earned from experiential learning. This is facilitated by the expertise of the faculty with rich academic and industrial experience.

This PGDM program blends together online self-paced videos that teach you the concepts and frameworks, live virtual classes that provide context and industry examples, and hands-on phase-end and capstone projects that help you apply your skills in context and crystallize your learnings. Moreover, you also gain a whole new perspective of management via the live online masterclasses conducted by top faculty members of JAGSOM where you learn about industry advancements and modern business management frameworks.

Key Features



Certificate

AICTE-recognized and AACSB-accredited PGDM certificate by Jagdish Sheth School of Management



Global Ranking

Program ranked in the 51-100 band globally in the QS Masters Rankings



Faculty

Learn from the industry's best faculty at JAGSOM



Domain

Pursue one of the top domain-oriented specializations: Digital Marketing, Operations, Business Analysis and Data Analytics



Management

Deep-dive into the management principles of marketing, economics, accounting, HR and strategy for solving real-life business problems



Hiring

Get noticed by the top hiring companies



JobAssist

Enrollment in Simplilearn's JobAssist <<only for India>>

About JAGSOM

Jagdish Sheth School of Management (JAGSOM) is one of the elite 9 B-schools in India to have an AACSB accreditation, is a one-of-a-kind management program focused on enabling future leaders. It is committed to grooming T-shaped professionals who can take up new-age roles in new-age industries.

Upon completion of this program, you will:

- ✔ Receive an AICTE-recognized and AACSB-accredited PGDM certificate by JAGSOM
- ✔ Get a Simplilearn course completion certificate
- ✔ Learn from the top faculty at JAGSOM

About Simplilearn

Simplilearn is the world's #1 online bootcamp provider that enables learners through rigorous and highly specialized professional training programs. We focus on emerging technologies and processes that transform the digital world at a fraction of the cost and time as traditional approaches. We have helped over a million professionals and 2,000 corporate training organizations with our award-winning programs to achieve their career and business goals.

Program Eligibility Criteria and Application Process

If you wish to enroll for the Post Graduate Diploma in Management by JAGSOM, we request you to apply for admission.

Eligibility Criteria

For admission to this PGDM program, you must match the following criteria:



UG degree (10+2+3 Pattern), recognized by AIU (Association of Indian Universities)



Minimum 50% aggregate in 10th, 12th and UG. Students in their final year can apply with the last completed semester results



Those appearing for final year examinations of Bachelor's degree may also apply, subject to the completion of their examinations and viva-voce, if any, before June 30, 2021

Application Process

The application process consists of three simple steps:



Submit an Application

Complete the application and include a brief statement of purpose. The latter informs our admissions counselors why you're interested and qualified for the program.



Application Review

A panel of admissions counselors will review your application and statement of purpose to determine whether you qualify for acceptance.



Admission

You will receive an offer of admission after your application is reviewed and accepted. You can accept this offer by paying the program fee.

Talk to an Admissions Counselor

We have a team of dedicated admissions counselors to help guide you through the application process and related matters. They are available to:

- ✓ Address questions related to the application
- ✓ Provide information on financial aid (if required)
- ✓ Give you a better understanding of the program and answer your queries (if any)

Learning Path

Foundation

- **Analytics** | Spreadsheet Modelling
Quantitative Techniques in Management
- **Finance** | Introduction to Accounting and Finance

Core

- **Digital Business Analytics** | Proficiency in Business Tools
Decision-Making Science
Introduction to Digital Business
- **Finance** | Financial Management
Managerial Accounting
Economic Environment of Business
- **HR** | Behavioral Science
Human Capital Management
- **Marketing** | Marketing Management
Service Process, Quality & Productivity
- **General** | Business Strategy and Simulations

Practice Credits

- **General** | Business Communication
Negotiation Skills
Cross-Culture Communication
Wellness
- **PEP** | Design Thinking & Research Incubation
Social Immersion Program

Specialization (Any one)



**Business
Analysis**



**Digital
Marketing**



**Data
Analytics**



Operations

Program Structure

Core Curriculum | 56 credits (by JAGSOM)

Section	Area	Course	Credits	
Foundation	Analytics	Spreadsheet Modelling	1	
		Quantitative Techniques in Management	1	
	Finance	Introduction to Accounting and Finance	1	
Core	Digital Business Analytics	Proficiency in Business Tools	3	
		Decision Making Science	3	
		Introduction to Digital Business	3	
	Finance	Financial Management	3	
		Managerial Accounting	3	
		Economic Environment of Business	3	
	HR	Behavioral Science	3	
		Human Capital Management	3	
	Marketing	Marketing Management	3	
		Service Process, Quality & Productivity	3	
	General	Business Strategy and Simulations	3	
	Practice Credits	General	Business Communication	3
			Negotiation Skills	3
Cross-Culture Communication			3	
Wellness			4	
PEP		Design Thinking & Research Incubation	5	
		Social Immersion Program	2	

Specialization | 50 credits (by Simplilearn)

Section	Course	Credits
Specialization	Business Analysis	40
	Data Analytics	40
	Digital Marketing	40
	Operations	40
Capstone	Associated with the Specialization	10

Program Outcomes

At the end of this Post Graduate Diploma in Management, you will:



Learn fundamental business courses such as Finance, HR, Marketing, Economics, Analytics and Business Communication



Develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem



Utilize qualitative and quantitative methods to investigate and solve critical business problems



Become expert in the specialization of your choice: Business Analysis, Data Analysis, Digital Marketing or Operations



Be able to demonstrate leadership skills with the ability to apply theoretical constructs to various diverse business scenarios



Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, etc.) to solve business problems



Evaluate and integrate ethical considerations when making business decisions



Showcase ethical, social and environmental responsibilities in a business environment



Learn the goal oriented business and cross cultural communication

Who Should Enroll in This Program

The program is best suited for individuals seeking the following careers:



New-Age Professionals

Mid-career professionals with an experience of 3+ years who would like to gain contemporary knowledge of the business concepts and their application in problem solving



Aspiring Managers

Professionals with 1-3 years of experience who aim to translate their careers from an individual contributing roles into managerial roles



Future Leaders

Managers without business education who seek to broaden their knowledge of business and moving to general management responsibilities as business heads, demonstrating leadership and teamwork capabilities in multidisciplinary settings

Foundation



1. Analytics

Spreadsheet Modelling

Harness the power of data by transforming business decision making processes into an organized structure by mapping data in spreadsheets and building spreadsheet models.

Quantitative Techniques in Management

Through this PGDM course, learn statistics to enhance predictability and efficiency in the business by solving uncertainty in decision making. Follow the scientific approach to managerial decision making for solving complex problems.

2. Finance

Introduction to Accounting and Finance

Through this PGDM course, learn basics of accounting process, concepts, principles & conventions to understand financial statements. Explore topics like journals, ledgers, trial balance and financial ratio analysis.

Core



1. Digital Business Analytics

Proficiency in Business Tools

Learn different business tools such as MS Excel, MS Access, SSP, Tableau and R Programming for data organization, analysis and reporting.

Decision Making Science

Understand the fundamental data processing tools and techniques and their applications for effective decision-making. Learn concepts like descriptive statistics, managing outliers, probability and forecasting in this course.

Introduction to Digital Business

Rethink customers and competition in this digital era with the PGDM course. Learn to leverage data as a key intangible asset for value creation and delivery. This course will help you spot opportunities to create digital disruption with help of innovation.



2. Finance

Financial Management

Create a strong conceptual foundation in corporate finance with an overview of the global and Indian context in this course. You will learn the economics behind financial markets, products, and institutions by learning concepts like time value of money, assets, stocks, bonds and capital budgeting.

Managerial Accounting

Learn the fundamentals of management accounting in this course. Learn different accounting methods, costing methods, inventory policies, and valuation techniques. You will learn to analyse income statements and balance sheets using ratio technique.

Economic Environment of Business

Understand the business implications of Macroeconomic and International Business Environment. This course will give you an overview of economic theory, principles, methodologies, and analytical tools for strategic decision making.



3. HR

Behavioral Science

Learn the science of human actions. This course analyses the behavior of individuals and groups in organizations in terms of organizational behavior theories, models, and concepts. It will help you understand how to deal with employees and customers effectively. You will be able to spot consumer trends and unlock consumer insights for marketing decisions.

Human Capital Management

Understand human capital management as an integrated and strategic business process that opens the way for new practices and helps in promoting ideas for organization's competitive advantage.



4. Marketing

Marketing Management

This PGDM course explores the managerial perspective of the marketing function. It covers basic concepts of marketing like 5Cs, marketing frameworks, portfolio analysis, positioning, marketing mix and Return on Marketing Investments (ROMI).

Service Process, Quality & Productivity

Learn about the service industry and its various functions to build a superior customer experience in this course. You will explore different tools and techniques that are usually applied to manufacturing and are now being extensively used in the service industry.

5. General

Business Strategy and Simulations

Apply the theories and frameworks to analyze an organization from a strategic perspective to see the big picture and understand why some firms have superior performance levels. This course aims to help learners become industry ready by experiencing real-life like business scenarios.

Business Communication

Learn effective business communication to improve organizational practices, eliminate silos, keep employees informed and reduce errors. This goal-oriented communication is a must for success and growth of every organization.

Negotiation Skills

Learn to negotiate to foster goodwill, build business relationships and avoid conflicts with this PGDM course.

Cross-Culture Communication

Learn how people from different cultural backgrounds communicate, in similar and different ways among themselves, and across cultures. Cross cultural communication plays a strategic role in the era of globalization and internet.

Wellness

Go through the life-skill and lifestyle-oriented program that addresses issues of wellness and essential skills to groom a holistic individual.



6. Personality Enhancement Program (PEP)

Design Thinking & Research Incubation

Develop an entrepreneurial mindset while tackling business problems and challenges through creativity and innovation.

Service Process, Quality & Productivity

Design and innovate solutions for social issues in this social immersion program.

Specialization

(Any one)



Business Analysis



Digital Marketing



Data Analytics



Operations

Business Analysis

Learn the various Business Analysis tools and techniques to tackle complex business problems in this course. Master essential Business Analysis skills. Gain in-depth exposure to concepts such as data analysis, statistics, Agile Scrum methodologies, MS Excel, Tableau, R, Python, and SQL database, preparing you for an exciting career in enterprise problem solving.

Key Learning Objectives

- ✔ Grasp the fundamentals of Excel analytics functions and conditional formatting
- ✔ Apply statistical tools and concepts such as moving average, hypothesis testing, ANOVA, and regression to data sets using Excel
- ✔ Master the Agile Scrum project management approach
- ✔ Understand the tools and techniques used in business analytics planning and monitoring
- ✔ Understand business analysis key concepts and business analysis core concept model (BACCM)
- ✔ Acquire advanced knowledge of identifying, defining, assessing, and completing various elements of business analysis tasks
- ✔ Plan, execute, monitor, and track Scrum projects

Course Curriculum

- ✔ Lesson 01 - Certified Business Analysis Professional (CBAP®)
- ✔ Lesson 02 - Agile Scrum Master
- ✔ Lesson 03 - Business Analytics With Excel
- ✔ Lesson 04 - Tableau Training
- ✔ Lesson 05 - Data Analysis and Visualization with Python
- ✔ Lesson 06 - Mathematical Optimization for Business Problems
- ✔ Lesson 07 - Business Analyst Capstone

Data Analytics

Learn concepts such as data analysis, data visualization, regression techniques, and supervised learning to leverage data using technology in this data analytics specialization. You will learn about analytics tools and techniques, how to work with SQL databases, the languages R and Python, how to create data visualizations, and how to apply statistics and predictive analytics in a business environment.

Key Learning Objectives

- ✔ Understand essential statistical concepts, including measures of central tendency, dispersion, correlation, and regression
- ✔ Master SQL concepts such as Universal Query Tool and SQL commands
- ✔ Learn how to interpret data in Python using multi-dimensional arrays in NumPy, manipulate DataFrames in Pandas, use SciPy library of mathematical routines, and execute machine learning using scikit-learn
- ✔ Perform data analytics using popular Python libraries

Course Curriculum

- ✔ Lesson 01 - Introduction to Data Analytics
- ✔ Lesson 02 - Business Analysis with Excel
- ✔ Lesson 03 - SQL
- ✔ Lesson 04 - Tableau Training
- ✔ Lesson 05 - Data Science with R
- ✔ Lesson 06 - Data Analyst Capstone

Digital Marketing

Discover the path to purchase of a digital-native customer. Gain the practical tools to reach, engage, and deliver value to your customers in a digital world. Define a comprehensive digital marketing strategy to help your digital business model succeed.

Key Learning Objectives

- ✔ Map a digital user journey to create targeted goals and milestones
- ✔ Learn about digital marketing channels such as search engine optimization, pay per click, email marketing, and social media marketing
- ✔ Get an overview of the most used platform-specific campaign mediums such as Google Ads, Facebook marketing, and YouTube marketing
- ✔ Assemble and organize the tools required to form a full-fledged digital marketing strategy

Course Curriculum

- ✔ Lesson 01 - Fundamentals of Digital Marketing and SEO
- ✔ Lesson 02 - Pay Per Click (PPC)
- ✔ Lesson 03 - Web Analytics
- ✔ Lesson 04 - Social Media Marketing
- ✔ Lesson 05 - Brand Management
- ✔ Lesson 06 - Capstone

Operations

Learn about the critical aspects of building a digitally-enabled supply chain. In this specialization, gain an understanding of and how to leverage technology to improve operational efficiency and decision-making across the supply chain.

Key Learning Objectives

- ✔ Learn about how the supply chain is disrupted by the technological changes brought about by Industry 4.0
- ✔ Explore the transformative potential of integrating disruptive technologies such as Artificial Intelligence, the Internet of Things, and big data in the different stages of supply chain management
- ✔ Learn to turn data into insights for better decision making with help of supply chain analytics
- ✔ Explore popular SCM platforms used by industries like Oracle SCM Cloud, SAP SCM, and Infosys-Oracle Transportation Management System
- ✔ Develop a customer-focused digital supply chain that can be at the center of your business model

Course curriculum

- ✔ Lesson 1 - Introduction to Supply Chain Management
- ✔ Lesson 2 - Technology in Procurement
- ✔ Lesson 3 - Technology in Inventory Management
- ✔ Lesson 4 - Technology in Logistics and Warehousing
- ✔ Lesson 5 - Supply Chain Analytics
- ✔ Lesson 6 - Supply Chain Risk Management
- ✔ Lesson 7- IT in Supply Chain Management
- ✔ Lesson 8- Implementing Digital Transformation in Supply Chain
- ✔ Lesson 9- Industry-focused Capstone Project

Certificate



Upon completion of the Post Graduate Diploma in Management, you will receive an AICTE-recognized and AACSB-accredited PGDM certificate by JAGSOM. You will also receive certificates from Simplilearn for all courses in the learning path.

Advisory Board

Dr. Atish Chattopadhyay

Director, Jagdish Sheth School of Management

Dr. Atish is a Professor of Marketing with multiple publications in leading journals and has consulted with top MNCs across the Asia Pacific and Latin America. He previously held leadership positions at top educational institutions, like SPJIMR, Mumbai; MICA, Ahmedabad; and IMT, Ghaziabad.



Dr. Rakesh Mediratta

Dean of Academics and International Partnerships, JAGSOM

With 3 decades of leadership experience at Park Avenue, Raymond, and Vodafone, Prof. Mediratta is a subject matter expert in Sales, Distribution, Services Marketing, and Strategic Marketing. He was earlier an Associate Professor at IMT Ghaziabad and led many path-breaking initiatives in academia.



Professor Rajesh Kumar

Associate Professor (Marketing & Digital Business), JAGSOM

Prof. Rajesh Kumar is a seasoned techno-marketing professional with over 20 years of industry and teaching experience. Having nurtured brands from scratch, he maintains strong ties with industry chambers such as CII, Society of Automotive Engineers, and Automation Alley.





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Disclaimer: All programs are offered on a non-credit basis and are not transferable to a degree.