



# Nurturing Next-Gen Global Business Leaders

## Post Graduate Diploma in Management

2-year full-time residential programme with  
functional specialisations

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# Typical Class Profile



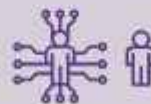
**100+**  
Cities  
**20+**  
States



**240**  
Participants  
+  
International  
Participants



**65%**  
Males  
**35%**  
Females



**70%**  
Engineers  
**30%**  
Non-engineers



**80%**  
With  
work experience.

# SPJIMR Advantage

## Top Ranked Business School

SPJIMR is the #1 Private Business School in India. Accredited by AACSB & AMBA

## Alumni Network

Over 13,000 alumni across the globe



## International Immersion

Exposure to top B-schools in Europe and USA to pursue contemporary management courses

## Immersive Experiences

Social and corporate internships. Industry integration through live projects, guest sessions, corporate competitions, stimulation & events



## Updated and Tailored Curriculum

Courses with a focus on digital and innovative management practices

## Access to Top Recruiters

Launch your career with the support and guidance of a dedicated career services team at SPJIMR



# PGDM Overview

Programme  
Duration

**24**  
months

Global  
Fast Track  
(GFT)

**3**  
weeks

Social  
Internships  
(DoCC)

**4**  
weeks

Autumns  
Internships

**8**  
weeks

International  
Exchange  
(IntEx)

**8**  
weeks

Approved by All India Council for  
Technical Education ( AICTE )

Accredited by the National Board of  
Accreditation (NBA) and The Association  
of MBAs (AMBA), U.K.

Specialisations: Finance,  
Information Management,  
Marketing and Operations &  
Supply Chain

Flexibility for specialisation  
selection

Global networking with alumni

Deep industry integration

PGDM Highlights



# The PGDM Experience

## Industry Integration

Industry Integration through live projects, Corporate internship, guest Sessions and events like SBAC.

## Alumni Connect

Global alumni network provides corporate opportunities, and career guidance to the participants based on their unique experiences and skills.

## Global Fast Track (GFT)

The Global Fast Track (GFT) is an intense, three-week course that enables participants to travel to a globally top-ranked B-School, in order to gain cutting-edge inputs in management.

## IntEx

In the exchange programme, SPJIMR students visit various universities in Europe/US. We also have international students from various global Bschoools coming to SPJIMR. This adds to the peer learning experience and class interactions, besides giving students a cross-cultural perspective.

## Autumns Internship

Participants intern with top companies at the end of the third semester (Autumn/ Fall). The Autumns project backed by advanced knowledge of the chosen specialisation helps the students generate greater placement opportunities.

## Students Driven Clubs

Club like Tasveer (Photography), GaSP (Theater), SPin (Dance), Speak (Public Speaking), Vishwas (mental health), Product Management, Consulting, OSCM, Marketing, investing club are driven by students.

## Academic Courses

The first year curriculum aims at strengthening fundamentals in all areas of functional management and provides a holistic perspective of general management. The second year provides inputs in the chosen area of specialisation and is customised to the career focus of students and industry requirements.

## Personal Growth Lab

It is a comprehensive course that helps build personal leadership and team skills through indoor and outdoor activities, psychometric tests and experiential exercises.

## Abhyudaya

Participants get to mentor underprivileged children for a year. This helps in developing mentoring skills and becoming socially sensitive business leaders.

## Development of Corporate Citizenship (DoCC)

Participants engage with rural communities in India and abroad. They learn to apply managerial principles to solve complex rural challenges in collaboration with the organisations working in the social sector.

## The Assessment and Development of Managerial and Administrative Potential (ADMAP)

The Committees formed under ADMAP aim to empower participants with the art of administrative capabilities in a fun and experiential way. It introduces the participants to learning by doing and influencing without power.



# Programme Architecture

1st Year Courses	
Term I	<ul style="list-style-type: none"><li>• Financial and Management Accounting</li><li>• Managerial Economics</li><li>• People &amp; Performance</li><li>• Quantitative Methods</li><li>• Business Communication</li><li>• Decision Analysis Simulation</li></ul>
Term II	<ul style="list-style-type: none"><li>• Corporate Finance</li><li>• Marketing Management</li><li>• Operations Management</li><li>• Digital Technologies for Business</li><li>• Macroeconomics &amp; Business Environment</li><li>• Operations Research</li></ul>
Term III	<ul style="list-style-type: none"><li>• Business Policy &amp; Strategy</li><li>• Journey Towards Self Mastery</li><li>• Legal &amp; Ethical aspects of Business</li><li>• International Business</li><li>• Management and Capitalism: Past, Present and Future*</li><li>• Design and Innovation**</li></ul>
	<ul style="list-style-type: none"><li>• Comprehensive Examination</li><li>• Non Classroom Learning (from Term I to Term III)</li><li>• Assessment And Development Of Managerial And Administrative Potential</li><li>• Development Of Corporate Citizenship (DOCC Including SDJ)</li><li>• Abhyudaya</li><li>• Integrated Reflection Journal (IRJ)</li></ul>

## 2nd Year Courses

### Major Specialisations

 Finance	 Information Management	 Marketing	 Operations & Supply Chain
<ul style="list-style-type: none"> <li>Financial Regulation &amp; Laws</li> <li>Derivatives &amp; Risk Management</li> <li>Fixed Income and Currency Markets</li> <li>Corporate Valuation</li> <li>Bank Management Products and Customers</li> <li>Investment Banking and M&amp;A</li> <li>Security Analysis &amp; Portfolio Management</li> <li>Financial Modelling</li> <li>Financial Risk Management</li> <li>Strategy for Financial Services Business</li> <li>Behavioural Finance</li> </ul>	<ul style="list-style-type: none"> <li>IT Strategy</li> <li>Technology Infrastructure for the Digital Age</li> <li>Architecting Solutions for the Digital Enterprise</li> <li>Digital Product Management &amp; Marketing</li> <li>Business Intelligence Systems</li> <li>Transformation through Cloud</li> <li>User Generated Content Analytics</li> <li>Project Management</li> <li>Product Innovation Lab</li> <li>Digital Disruption, Transformation and Engagement</li> <li>Technology Consulting</li> <li>Blockchain for Business Applications</li> </ul>	<ul style="list-style-type: none"> <li>Consumer Behaviour</li> <li>Sales &amp; Distribution Management</li> <li>Marketing Research</li> <li>Strategic Brand Management</li> <li>Marketing Communications</li> <li>Retail Shopper Marketing</li> <li>B2B Marketing</li> <li>Marketing Strategy and Implementation</li> <li>User Generated Content Analytics</li> <li>E-Commerce</li> <li>Digital Product Management &amp; Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Supply Chain Planning and Coordination</li> <li>Logistics Management</li> <li>Procurement &amp; Strategic Sourcing</li> <li>Manufacturing Planning and Control</li> <li>Service Operations Management</li> <li>Strategic Cost &amp; Profitability Management</li> <li>Supply Chain Analytics</li> <li>Distribution Management</li> <li>Logistics and Fulfillment in E-Business</li> <li>Commercial aspects of SCM</li> <li>Supply Chain Digital Transformation</li> </ul>

• Specialised Courses at International Partner School • Special Field Examination • Red Book • Autumns Internship

### Minor Specialisations

Finance	Information Management	Marketing	Operations & Supply Chain	Consulting	Analytics	Human Resources
<ul style="list-style-type: none"> <li>Financial Modelling</li> <li>Banking &amp; Financial Institutions and Markets</li> <li>Fintech and Blockchain</li> </ul>	<ul style="list-style-type: none"> <li>Business Analytics</li> <li>Cognitive Automation leveraging RPA and Chatbot</li> <li>AI for Business: Models &amp; Applications</li> </ul>	<ul style="list-style-type: none"> <li>Buyer Behaviour</li> <li>Sales, Business Development &amp; Key Account Management</li> <li>Strategic Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable Supply Chain to Sustainable Business</li> <li>Supply Chain Management</li> <li>Strategy Implementation-Daily Work Management, Policy Deployment and Control Systems</li> </ul>	<ul style="list-style-type: none"> <li>Business Consulting</li> <li>Game theory In Business Strategy</li> <li>Technology Consulting - Leading Practices</li> </ul>	<ul style="list-style-type: none"> <li>Analytics for Business Enterprises</li> <li>Data Mining</li> <li>Social Data Analytics for Business Decisions</li> </ul>	<ul style="list-style-type: none"> <li>Managing High Performance Teams</li> <li>Navigating Career Now and in the Future</li> <li>Agility, Digital Tech and Analytics for Human Centric Innovation</li> </ul>

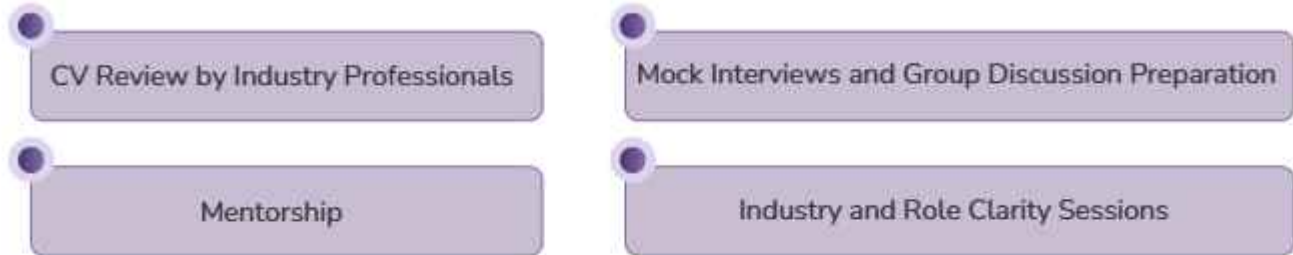
### Common Electives

<ul style="list-style-type: none"> <li>Negotiations Skills - Mastering Strategic Negotiations</li> <li>Course of Independent Study</li> <li>International Marketing</li> <li>Microeconomics of Competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>New Venture Creation</li> <li>Supply Chain Practice and Simulation</li> <li>Advance Digital International Business</li> <li>Behavioural Decision Theory</li> </ul>	<ul style="list-style-type: none"> <li>Blockchain for Business Applications</li> <li>Blue Ocean Strategy</li> <li>Cross Cultural Management</li> <li>Digital Democracy</li> </ul>	<ul style="list-style-type: none"> <li>Digital Platforms &amp; Strategy</li> <li>Diversity In The Workplace : Towards Inclusive Leadership</li> <li>ESG and Corporate Sustainability</li> <li>Exploring Indian Economic and Business History</li> </ul>	<ul style="list-style-type: none"> <li>Marketing with Responsibility</li> <li>Mental Wellbeing At Workplace: Towards Managerial Effectiveness</li> <li>Systems Thinking using System Dynamics</li> <li>Managing the Dark Side of Organizational Behavior</li> </ul>
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# Career Services

To make participants industry ready and find professional opportunities that meet their career aspirations and goals, the SPJIMR Career Services team conducts a wide range of learning activities and events. These events and activities below are constantly reviewed and reinvented to stay ahead of the curve.



## Highlights Final Placements 2023

<b>237</b> Total Participants	<b>63</b> Participating Companies	<b>33</b> First-time Recruiters
<b>77.88 LPA</b> Highest CTC (International)	<b>67.50 LPA</b> Highest CTC (Domestic)	<b>33.02 LPA</b> Average CTC
<b>32.89 LPA</b> Median CTC	<b>92%</b> Of offers greater than INR 25 LPA	<b>112</b> Total Pre-Placement Offers

CTC is in INR

## Highlights Autumn Placements 2023

<b>237</b> Total Participants	<b>312</b> Total Offers	<b>3 L</b> Average Stipend
<b>4 L</b> Highest Stipend	<b>3 L</b> Median Stipend	<b>73%</b> of the Information Management batch bagged Product Management, IT and Analytics role
<b>57%</b> Of the Marketing Management batch placed with FMCG firms	<b>57%</b> Of the OSCM batch placed with FMCG & Ecommerce firms	<b>50%</b> Of the Finance batch was placed in Consulting, IB, PE/VC roles

# PGDM Admission Process



## Application Process

- To apply for the PGDM programme, candidates must fill out the online application form, which will be available in September
- The application processing fee is Rs. 2,000 (\*This is subject to revision).

## Eligibility

- Bachelor's degree with at least 50% marks or equivalent CGPA in any discipline from a recognised university.
- Scores are accepted CAT and GMAT

Both fresh graduates, as well as candidates with a maximum of 5 years of work experience can apply



## Selection Process

The applicants are shortlisted based on their profiles. They are also expected to meet the qualifying scores in at least one of the entrance exams.

The various factors are considered for the selection of applicants, such as:

- Overall profile
- Academic background
- Work experience
- Entrance scores
- Versatility and achievements

## Fee Details

The fee for the Batch of 2023-25 for Indian students is Rs. 24 lakhs

(This fee includes tuition fee, basic hostel/ accommodation and Global Fast Track. It does not include the cost of travel, boarding, lodging, visa, insurance and incidentals for Global Fast Track.)

\*This fee is indicative and is subject to revision





Student Faculty connect



GFT at Esade, Barcelona



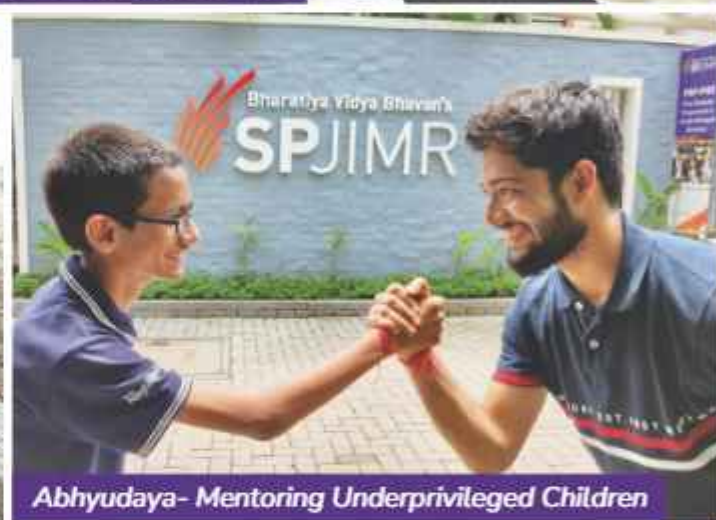
SPRINT - Sports Fest



OJAS - Management Fest



Docc- Social Internship



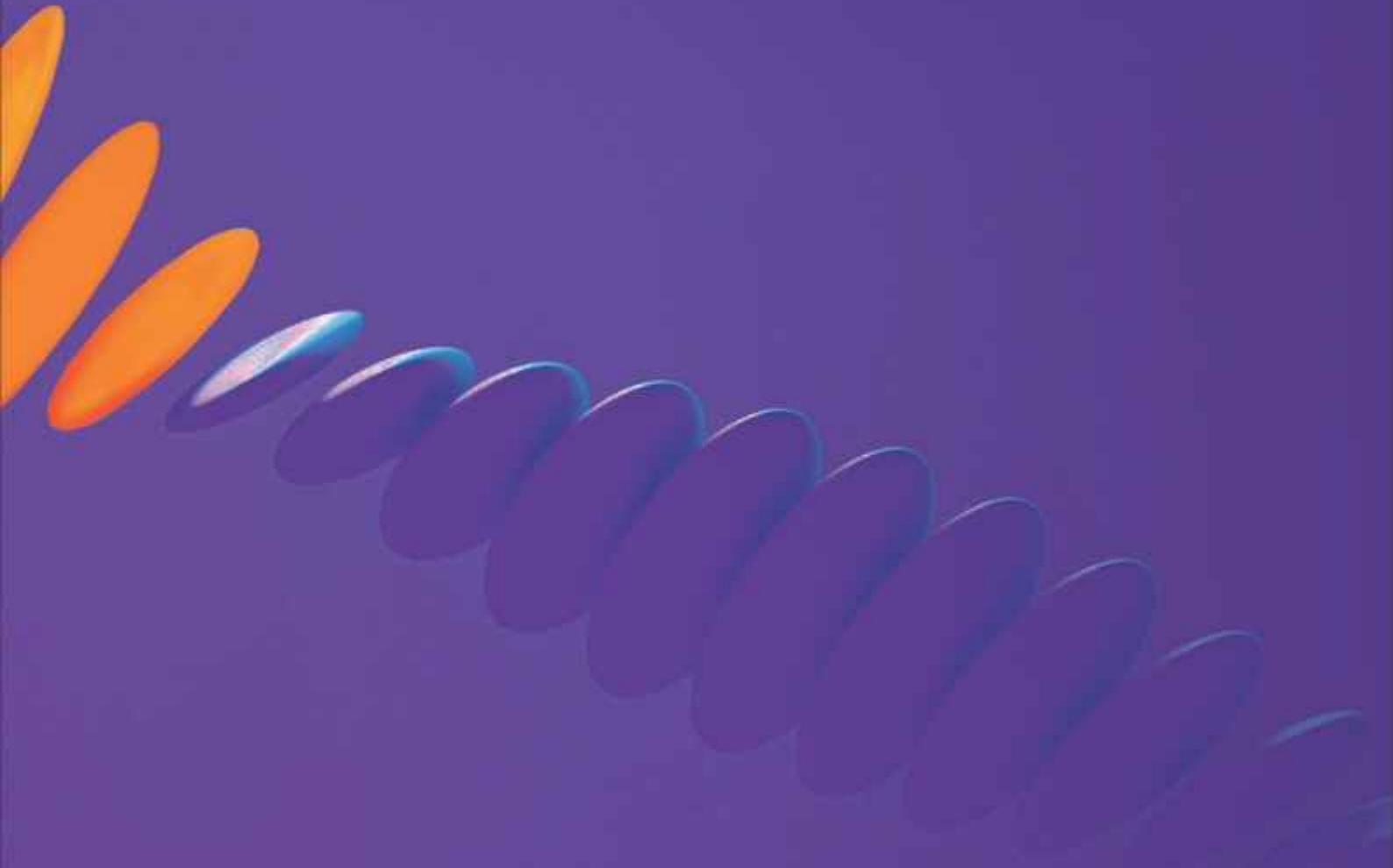
Abhyudaya- Mentoring Underprivileged Children



PG lab- Skill Development Module



Corporate Competition P&G Emerging leaders



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