



Post Graduate Diploma in Management & Entrepreneurship

[Certified by UGC **Jadavpur University** School of Education Technology & **The Strategy Academy** Centre for Advanced Studies]

With specialization in

ADVANCED FINANCIAL MANAGEMENT [AFM]

The **Strategy** Academy: **Some Background Information**

- The Strategy Academy was set up 12 years ago in 2008 to act as a catalyst for transforming individuals and organizations to exploit their full potential and assisting them to achieve SUCCESS
- The Academy was conceived as a part of an Action Research done by Prof Ranjan Das, **Professor of Strategic Management at IIM Calcutta**. Prof Das is the current Chairman and Chief Mentor of the Academy
- The Academy is India's FIRST Academy that delivers on One2One basis faculty-led LIVE classes over 2 Way Interactive Video Conferencing Platform to ANY WHERE in India and the World
- **More than 60 Indian companies [including PSUs], 2 Academic Institutions & 2 professional bodies** used the resources & capabilities of the Academy, considering the following:
 1. Integrated Dual Learning Process - a part of **Smart Learning & Transformation Solution [SLTS]** - that recognizes participant's desire and need to learn on a particular subject area through different sources and in a variety of ways [please see last 7 slides for details on SLTS]
 2. A variety of Learning & Development Programs in Strategy, Leadership, Innovation, Entrepreneurship and General and Functional Management areas ; as a matter of fact, **any subject matter [not just business and management topics] can be delivered, since SLTS is content neutral**
 3. Streaming Video and Audio Platform - 100% LIVE and 2 way interactive - accessible from ANYWHERE and
 4. Special capabilities in Strategy and General Management Consulting

Post Graduate Diploma in Management and Entrepreneurship [PGDME]

Coursework, Group Exercises, Presentations, Evaluation, Assessment & Certification

- Three terms each of 15 weeks
- 720 hours of engagement over 11 months [45 weeks]
 - 240 hours of faculty conducted 100% LIVE and 2-way interactive sessions [120 number each @ 2 hours] OUTSIDE office/ working hours [thrice a week sessions during 8 to 10pm]
 - 480 hours of scheduled and guided learning outside faculty conducted sessions
- 15 Subjects
- 15 Action Learning Projects
- 15 quizzes
- Many Individual case analysis/ discussions and guided/ monitored Syndicate room discussions
- 15 Presentations
- 15 interactions with industry experts
- 15 program-end examinations
- 1 Program end Comprehensive Project

PGDME

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- **MODULE I: CORE BUSINESS FUNCTIONS AND PROCESSES: 80** Hours of faculty conducted LIVE classes
 - Marketing Management
 - Analysis of Financial and Cost Performance for decision making and control
 - Financial Management
 - Operations Management
 - Managing and Leading:
 - Understanding Organization, People and People Processes
 - Business and General Management Skills [Business and its underlying processes and functions
General Management Skills [including Communication skills and business etiquette]
- **MODULE II: FOUNDATIONS OF BUSINESS DECISIONS, STRATEGY & ENTREPRENEUSHIP: 80** Hours of faculty conducted LIVE classes
 - HRM
 - Economics for Managers
 - Quantitative Techniques for business decision making
 - Strategic Management [Strategy, business model, execution and leadership]
 - Entrepreneurship and developing a plan for new business [required to become an Entrepreneurial Leader]

A minimum of 40 to 50 % of coursework in each subject, 100% of subject-wise Action Learning Projects [ALPs] and also Comprehensive Project to be submitted at the end of the program will be linked to INDUSTRY or COMPANY specific context

Subject-wise ALPs [total 15 number to be completed over 3 semesters] & COMPREHENSIVE PROJECT at the program-end will be INDUSTRY or company specific

PGDME

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- **MODULE III: SPECIALIZATION MODULE : 80** Hours of faculty conducted LIVE classes:
 - 5 subjects – coursework plus subject-specific Action Learning Project [ALPs] work] as listed in the next slide
- **MODULE IV: COMPREHENSIVE PROJECT:** In addition to 15 subjects and 15 Action Learning Projects [ALPs] mentioned above, a real-life and application focused COMPREHENSIVE project will be taken up by each participant to apply the concepts learnt and skills acquired in the specialization area covered under MODULE III. The Comprehensive Project work will have to be completed within 2 months of completion of faculty conducted sessions of Module III

NOTE: PGDME Certification will require successful completion of all 4 Modules viz. I, II, III & IV,

SPECIALIZATION SUBJECTS:

Advanced Financial Management

1. Capital Structure and Short- and Long-Term Financing [including Working Capital Management]
2. Money and Capital Markets
3. Business Valuation
4. Options, Futures & Derivatives
5. Investment Analysis & Portfolio Management

PGDME: DELIVERY, EVALUATION & CERTIFICATION

- **Delivery through Smart Learning & Transformation Solution [SLTS]:**
 - Faculty conducted **100% LIVE and 2 way interactive** classes can be attended from **ANYWHERE** [home/ office] **OUTSIDE** working hours through Laptop/ PC/ Smartphone on **REAL TIME** and **One2One** basis; **RECORDING** of each LIVE sessions will be available after respective faculty conducted 100% LIVE and 2 way interactive classes are over
- **Evaluation & Grading** [Continuous – subject wise – along 7 dimensions]

AREAS	DESCRIPTION	WEIGHT
I	Level of attendance during LIVE sessions conducted by faculty in person	10%
II	Level of participation during class discussion	15%
III	Surprise quiz	15%
IV	Group work [virtual teams]	10%
V	Industry/Company specific Action Learning Project [subject-wise]	15%
VI	Formal presentation of Action Learning Project [ALP] over LIVE Audio and Video Platform of the Academy	10%
VII	End of subject examination	25%
	TOTAL	100%

PGDME will be certified by

- **Jadavpur University** School of Education Technology and **The Strategy Academy** Centre for Advanced Studies [TSACAS], on meeting the conditions stipulated [regarding CGPA obtained, Regularity of “Attendance” during faculty conducted sessions, level of “Engagement”, submission of ALPs and formal presentations made and submission of comprehensive project]
- The certificate will be titled **Post Graduate Diploma in Management and Entrepreneurship [PGDME]**



PGDME

Infrastructure requirement
at Participant level

INFRASTRUCTURE TO BE ORGANIZED BY EACH PARTICIPANT BEFORE
START OF FORMAL SESSIONS

No.	Description
1	PC/ Laptop – minimum Pentium 4 Processor, 2 GB Ram
2	A Head phone - standard
3	<p>A broadband connection or a data card capable of ensuring a minimum of 256kbps all the time during each faculty conducted 100% LIVE session [in case this condition is not satisfied during certain part of LIVE classes, there may be hearing/viewing problems during that period]</p> <p>Note: Faculty conducted 100% LIVE and 2 way interactive sessions can also be attended from anywhere by a participant using his/ her Smartphone or Tab with 4G connection but it is recommended that either a PC or a Laptop is used for both attending faculty conducted sessions and appearing at various quizzes and program-end examinations</p>

FEE STRUCTURE

- Rs 160,000/- + GST
- Payable in 3 installments as follows:
 - At the time of Admission: 80,000/- + GST
 - Before start of second term: 40000/- + GST
 - Before start of 3rd term: 40000/- + GST

NOTE: Non-payment of fees of 2nd or 3rd term as per above timeline will disable the concerned participants to continue with the program