Business & Managerial Skill Development Program [BMSDP]

With multiple options to acquire domain specific skills
Leading to

Post Graduate Diploma in Management and Entrepreneurship [PGDME]

Focus Areas:

- Total Business Management - Functional and Cross Functional Management, Business Strategy, and Entrepreneurial Thinking.
- Skills in company defined domains.

7 Months | 100% LIVE Online Faculty Conducted Sessions | Faculty-led Sessions Outside Normal Working Hours |

Certified by a NIRF Ranked Top University's and The Strategy Academy

Why this program?

- This Program will help acquire important business and management skills in 1/3rd the time at 1/5th cost and 3 times convenience vis-a-vis a standard two-year MBA/PGDM Program.
- Participants will acquire comprehensive knowledge on various cross functional areas finance, marketing, operations, and strategy.
- It is a comprehensive program designed to identify and nurture High Performing - High Potential officials, equip them with the skills and experiences needed to excel in their current roles and prepare for future growth.

Program duration

- 7 Months
- 4 sessions (each @ 2 hours) per week plus 2 sessions (each @ 2 hours) at the weekend.
- All sessions will be held outside working hours.

Program starts on

Three batches per year

- April to June
- July to September
- October to December

₹ Program Fee: ₹ 1,20,000/- plus GST

Program Overview

This program will help the participants acquire capabilities and perspective in three ways:

1. Business Acumen [Functional and Cross Functional Management, Business Strategy, and Entrepreneurial Thinking]
2. Managing and leading to get things done
3. Multiple options for acquiring domain specific skills.

Why this program?

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- It is a comprehensive program designed to identify and nurture High Performing - High Potential officials, equip them with the skills and experiences needed to excel in their current roles and prepare for future growth.
- It emphasizes personalized development plans tailored to each participant's strengths and areas for growth, fostering a culture of continuous learning and improvement.
- The program fosters a collaborative learning environment, encouraging participants to share insights and best practices.
- The program design includes all essential skills required to deliver performance by the executives after completing the program successfully.

Program for whom?

- Academic Qualifications:
  - Graduates - Engineers and Non-Engineers; CAs/CMAs/CSs.
  - Diploma holders with 10+2+3 years of education.
- Experience:
  - Minimum 3 years of experience.

Program Highlights

- The PGDME program is jointly certified by **Jadavpur University** (number 2 in state university category and number 9 in overall university category as per NIRF rank in 2024) School of Education Technology and **The Strategy Academy** Centre for Advanced Studies.
- 7 months program comprising 2 semesters. 5 subjects in each semester.
- Internationally benchmarked content.
- 160 hours of faculty conducted 100% LIVE online sessions.
- 320 hours of scheduled and guided self-paced learning.
- Sessions will be held outside working hours (8pm – 10pm).
- Sessions are accessible nationwide and also globally on real-time basis.
- Option to go through the recordings of LIVE sessions as many time as participants want during the tenure of the program.
- Use of case studies and hands on exercises.
- 10 case assignments
- 10 group discussions
- 10 LIVE Presentations
- 10 Action Learning Projects [ALPs]
- 20 quizzes
- 10 Exams [one exam for each subject]
- One Comprehensive Project Work (company/industry specific).
- Multi-element evaluation

Information on Jadavpur University and The Strategy Academy

Jadavpur University

- Date of establishment: 24/12/1955
- Status of the university: A 70 years old State Funded University. The university has been recognized by UGC in 1955.
- Type of university: Unitary
- University departments: 36
- Interdisciplinary schools: 21
- Centres of study: 40
- NIRF ranking (in 2024): Number 2 in state university category and number 9 in overall university category.

The Strategy Academy

- The Strategy Academy was set up about 18 years ago in January 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 Executive Chairperson of the Academy.
- More than 70 Indian companies, one university, one MHRD institute and India's largest industry association have used the resources and capabilities of the Academy.

Program Director

Prof. Ranjan Das

PhD in Strategic Management (IIM Ahmedabad)

Professor of Strategy, Innovation, Leadership and Entrepreneurship

Brief Profile

Prof. Ranjan Das is a distinguished expert in Strategy, Innovation, Entrepreneurship, and Leadership. With 20 years of industry experience spanning pre- and post-PhD roles, he has also spent 30 years as a faculty member and consultant at leading business schools in India (including at IIM Calcutta since 1994, Indian School of Business Hyderabad and IIM Jammu) and select overseas institutions. Additionally, he has been an entrepreneur for 17 years, successfully managing business ventures alongside his academic and consulting engagements since 2008. Specifically, he has set up The Strategy Academy Centre for Advanced Studies [TSACAS] in 2008 which is India's first of its kind 100% LIVE and Online Smart Learning Digital Infrastructure.

Program Delivery

Faculty Conducted 100% LIVE Online Sessions

The faculty conducted sessions of this program will be technology-enabled and held 100% LIVE online - outside normal working hours.

Recordings of 100% LIVE Faculty conducted sessions

Recordings of 100% LIVE faculty conducted sessions will be available for revision & other purposes.

Case Study Method Teaching

Use of cases and real-life examples in the sessions.

Value Creation

Business and Organization Level: As a part of completing 10 subjects, many assignments, including 10 Action Learning Projects [ALPs] and 1 Comprehensive Project work, following objectives will be achieved:

- Each participant will acquire skills in functional, cross functional, business strategy, and entrepreneurial thinking so that they are equipped to address contemporary business challenges.
- With the acquired skills, participants will be able to contribute effectively for businesses to develop and sustain competitive advantages.

Individual Level:

- **A Comprehensive Learning Opportunity** – Cross functional management, business strategy, entrepreneurial thinking, delivering superior performance at individual level.
- **Acquire within 7 months while on-the-job & without using any office hours**, PG Diploma level Certification from a university with NIRF rank (in 2024) 2 in state university category and number 9 in overall university category.

Subjects List

There are **6 tracks** to do PGDME. Each track has 6/7 core subjects and 4/3 optional subjects. The details of the 6 tracks are given below.

Option 1 - Focus Area: Strategy and Leadership

Semester 1:

1. Analysis of Financial and Cost Performance for Decision Making and Control
2. Marketing Management
3. Operations Management
4. Quantitative Analysis for Business Decision Making
5. Managing and Leading and HRM

Semester 2:

1. Strategic Management and Entrepreneurship
2. Industry and Competitive Analysis
3. Strategies for Turnaround, Consolidation and Growth
4. Corporate Restructuring including Merger & Acquisition
5. Concepts of leadership (covering how leadership style influences decision making, builds agile organization and manages change)

In addition to 10 subjects, a **Comprehensive Project Work** (Company/Industry Specific) will be taken up by each participant to apply the concepts learnt and skills acquired in the program.

Note: The exact titles of the four subjects in the focus areas will be finalized based on the requirements of the nominating organizations and by considering the participants' profiles. A minimum of **12 participants** are required in each focus area.

Option 2 – Focus Area: Finance and Control

Semester 1:

1. Analysis of Financial and Cost Performance for Decision Making and Control
2. Marketing Management
3. Operations Management
4. Quantitative Analysis for Business Decision Making
5. Managing and Leading and HRM

Semester 2:

1. Strategic Management and Entrepreneurship
2. Capital Structure Planning (Including Short-Term and Long-Term Financing)
3. Legal Aspects of Accounting (Direct and Indirect Taxes) and Accounting Standards
4. Capital Budgeting
5. Budgetary Control System and MIS

In addition to 10 subjects, a **Comprehensive Project Work** (Company/Industry Specific) will be taken up by each participant to apply the concepts learnt and skills acquired in the program.

Note: The exact titles of the four subjects in the focus areas will be finalized based on the requirements of the nominating organizations and by considering the participants' profiles. A minimum of **12 participants** are required in each focus area.

Option 3 – Focus Area: Business Applications of New Digital Technologies

Semester 1:

1. Analysis of Financial and Cost Performance for Decision Making and Control
2. Marketing Management
3. Operations Management
4. Quantitative Analysis for Business Decision Making
5. Managing and Leading and HRM

Semester 2:

1. Strategic Management and Entrepreneurship
2. Python, R and other programing language
3. Artificial Intelligence [AI], Machine Learning and [ML] and Generative AI
4. IoT and Robotic Process Automation [RPA]
5. Cloud Computing and Cyber Security

In addition to 10 subjects, a **Comprehensive Project Work** (Company/Industry Specific) will be taken up by each participant to apply the concepts learnt and skills acquired in the program.

Note: The exact titles of the four subjects in the focus areas will be finalized based on the requirements of the nominating organizations and by considering the participants' profiles. A minimum of **12 participants** are required in each focus area.

Option 4 - Focus Area: Sales and Marketing

Semester 1:

1. Analysis of Financial and Cost Performance for Decision Making and Control
2. Marketing Management
3. Operations Management
4. Quantitative Analysis for Business Decision Making
5. Managing and Leading and HRM

Semester 2:

1. Strategic Management and Entrepreneurship
2. Product and brand management
3. Integrated marketing communication
4. Pricing strategy
5. Personal selling and building and maintaining sales channel

In addition to 10 subjects, a **Comprehensive Project Work** (Company/Industry Specific) will be taken up by each participant to apply the concepts learnt and skills acquired in the program.

Note: The exact titles of the four subjects in the focus areas will be finalized based on the requirements of the nominating organizations and by considering the participants' profiles. A minimum of **12 participants** are required in each focus area.

Option 5 - Focus Area: Operations Management

Semester 1:

1. Analysis of Financial and Cost Performance for Decision Making and Control
2. Marketing Management
3. Operations Management
4. Quantitative Analysis for Business Decision Making
5. Managing and Leading and HRM

Semester 2:

1. Strategic Management and Entrepreneurship
2. Process Design and Analysis
3. Procurement and Supply Chain and Logistics Management
4. Quality Management and Operational Excellence
5. Project and Capacity Management

In addition to 10 subjects, a **Comprehensive Project Work** (Company/Industry Specific) will be taken up by each participant to apply the concepts learnt and skills acquired in the program.

Note: The exact titles of the four subjects in the focus areas will be finalized based on the requirements of the nominating organizations and by considering the participants' profiles. A minimum of **12 participants** are required in each focus area.

Option 6 - Focus Area: Supply Chain Management

Semester 1:

1. Analysis of Financial and Cost Performance for Decision Making and Control
2. Marketing Management
3. Operations Management
4. Quantitative Analysis for Business Decision Making
5. Managing and Leading and HRM

Semester 2:

1. Strategic Management and Entrepreneurship
2. Fundamentals of Supply Chain Management
3. Supply Chain Analytics & Decision Making
4. Procurement and Supplier Relationship Management
5. Technology in Supply Chain Management

In addition to 10 subjects, a **Comprehensive Project Work** (Company/Industry Specific) will be taken up by each participant to apply the concepts learnt and skills acquired in the program.

Note: The exact titles of the four subjects in the focus areas will be finalized based on the requirements of the nominating organizations and by considering the participants' profiles. A minimum of **12 participants** are required in each focus area.

Subject Wise Multi-Element Evaluation

1

Attendance level

during faculty conducted LIVE sessions

2

Engagement level

in class discussion during faculty conducted LIVE sessions

3

Quiz

to be held during faculty conducted LIVE sessions

4

Group assignments

Group discussion followed by submission of assignments.

5

Presentation of assignments

Live audio video presentation

6

Action Learning Project [ALP]

Submission of ALPs followed by live audio video presentation.

7

Exam

Subject end exam (descriptive type)