

PG DIPLOMA IN MANAGEMENT & ENTREPRENEURSHIP [PGDME] [SIXTH Batch]

Jointly
Certified
by

Only for Career-seeking and Digitally-smart **Working Executives and Entrepreneurs** who are **Serious Learners** and looking for Value for Money Program



Professional Development Program for
Working Executives & Entrepreneurs Leading to
Post Graduate Diploma in Management & Entrepreneurship [PGDME]
[SIXTH Batch]

CERTIFYING PARTNERS

Jadavpur University [NIRF Rank 5 during 2019-20] School of Education Technology &
The Strategy Academy Centre for Advanced Studies

DESIGN & DIRECTION

Professor Ranjan Das

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DIRECTIONS OF DEVELOPMENT

- 1. Cross-functional Skills in different areas of management - required by participants to understand essence of business and management and how to make functional decisions with cross functional perspectives and skills**
- 2. Strategy and Leadership Skills and Acquire an Entrepreneurial Mind - required to analyse the fast changing business challenges, appreciate the importance of strategy and entrepreneurial orientation to achieve success and offer requisite support to so that the organization can develop and sustain competitive advantage**
- 3. Special Focus Area [ONLY applicable for those specializing in an area which is on offer]: Any area, out of the options offered, and apply the same to address specific challenges faced by companies and industries.**

VALUE PROPOSITIONS

- 1. A Comprehensive Learning Opportunity – Cross Functional, Strategy & Leadership and specialization in one area [if applicable]**
- 2. Acquire within 11 month [if there is specialization; otherwise 7 months], while on-the-job & without using any office hours, PG Diploma level Certification from a University with high NIRF Rank [5th in ‘University’ category during 2019-20]**

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TWO CATEGORIES OF PGDME

PGDME [General]

- Ideal for a Group of [a] Talented Specialists & [b] Senior Management Officials, both requiring cross-functional inputs
- 2 semesters [10 Subjects – 5 per Semester], with each subject having cases and Action Learning Project
- Participants are free to select topics of their Action Learning Projects in each of the 10 subjects to be covered in first 2 Semesters keeping in mind the content of each subject and their interest areas
- Comprehensive PG Diploma level Project will also be in the participant's area of interest

PGDME [With Specialization]

- Ideal for a Group of Young TALENTED Managers, who need to specialize in an area of importance
- 3 semesters [15 Subjects – 5 per Semester], with each subject having cases and Action Learning Project
- Participants are free to select topics of their Action Learning Projects in each of the 15 subjects to be covered in 3 Semesters keeping in mind the content of each subject, their specialization and interest areas
- No mention of area of specialization in the PGDME certificate; marksheet will have marks for specialization subjects
- Comprehensive PG Diploma level Project will also be in the participant's area of specialization

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TWO CATEGORIES OF PGDME

PGDME [General]

- **Engagement Level: 480 hours of engagement over 7 to 8 months** [32weeks] comprising:
 - 160 hours of faculty conducted 100% LIVE DIGITAL and 2-way interactive sessions [80 sessions each @ 2 hours] OUTSIDE office/ working hours [thrice a week sessions during 8 to 10pm]
 - 320 hours of scheduled and guided learning outside faculty conducted sessions
- **Subject-wise:** Faculty-led 100% LIVE & interactive sessions, quiz, presentations, cases, Action Learning Projects & Exam
- **Evaluation and grading:** Multi-element evaluation in each subject [7 elements in each subject] and relative grading

PGDME [With Specialization]

- **Engagement Level: 720 hours of engagement over 11 months** [45 weeks] comprising:
 - 240 hours of faculty conducted 100% LIVE DIGITAL and 2-way interactive sessions [120 sessions 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
- **Subject-wise:** Faculty-led 100% LIVE & interactive sessions, quiz, presentations, cases, Action Learning Projects & Exam
- **Evaluation and grading:** Multi-element evaluation in each subject [7 elements in each subject] and relative grading

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OPTIONS FOR SPECIALIZATION

PGDME [With Specialization]

- **THREE Options for Specialization** [a minimum of 15 applicants per specialization is needed to offer any specialization]
 - I. Any functional area [Data Science, Analytics, Emerging Technologies [such as AI/ ML, Cloud, Blockchain, IoT etc], Advanced skills in Sales & Marketing, Finance , R&D management, Manufacturing, etc]
 - II. Strategy & Leadership
 - III. Industry specific specialization

ADMISSION PROCESS

- **Minimum eligibility:** Graduate with minimum 50% marks from a recognized UGC/AICTE approved University/ Institute
- Work experience desirable; Entrepreneurs meeting the minimum eligibility conditions can apply for admission
- Admission through an ONLINE entrance examination and personal interview
- **Total Fee: PGDME [with specialization]: Rs 130,000/- + GST; PGDME [General]: Rs 100,000/- + GST**
- **Payment Structure:** 5% within 7 working days of issue of admission letter, 55% 14 working days before first session and balance 40% at the end first semester
- Payment through online transfer

PROPOSED START DATE & CONTACT DETAILS

Start Date : 6 September 2021

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