

Post Graduate Diploma in Management & Entrepreneurship [PGDME]

Jointly Certified by



Jadavpur University
School of Education Technology



The Strategy Academy
Centre for Advanced Studies



PGDME is designed for the Ambitious and Busy individuals who intend to forge ahead in life, reach the goals they truly desire and achieve SUCCESS, in whatever fields they are in or want to be in, through Self-belief, Transformation of Mindset, Capability-building, Strategy and Actions.

Prof Ranjan Das, Chairperson & Dean,
The Strategy Academy
Centre for Advanced Studies and
Prof of Strategic Management,
Indian Institute of Management Calcutta [IIMC]
[1994-2014 & Visiting 2014 onward till date]

Live the **Novelty** | Feel the **Difference** | Make an **Impact**

PROGRAM OBJECTIVES

- Upgrade existing skills and acquire new capabilities through industry and function specific Coursework, Term papers, PG Level Comprehensive Project, and Multi-element Evaluation.
- Acquire capabilities along three 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:** Any area, out of the options offered [please see Module III under PGDME – List of Subjects] and apply the same to address specific challenges faced by companies and industries.

PGDME – CORE DESIGN FEATURES:

- Three Modules each having 5 subjects, total 15 subjects
- One comprehensive project at the end of the program
- Deployment of **Smart Learning & Transformation Solution [SLTS]**...The **Complete Transformation** Solution to design and deliver the program. SLTS comprises many inter-linked systems including examination system, attendance and engagement tracking systems, syndicate rooms and 100% LIVE and 2-way interactive virtual classrooms accessible from ANYWHERE through PC, Laptop, Smartphone, &Tab on REALTIME & Direct2Participant basis.
- Duration: 11 months
- Further details are given in the section titled “Engagement Level – An Overview”

PGDME – LIST OF SUBJECTS

- **MODULE I: Core Business Functions**
 1. Marketing Management
 2. Analysis of Financial and Cost Performance for decision making and control
 3. Financial Management
 4. Operations Management
 5. Managing and Leading
- **MODULE II: Business Decision, Strategy and Entrepreneurial Orientation**
 1. Economics for Managers
 2. Quantitative Techniques for business decision making
 3. Human Resource Management
 4. Strategic Management [Strategy, business model, execution, and leadership]
 5. Entrepreneurship and developing a plan for new business

- **MODULE III: Special Focus Area: Several Options [minimum 15 participants are needed for offering any option]**
 - **Strategy & Leadership [5 Subjects]**
 1. Strategic Analysis for development of strategy [including Industry and competitive analysis, Resources and Capability Analysis, strategy evaluation and choice]
 2. Strategies for turnaround, consolidation, and growth
 3. Innovation
 4. Strategic leadership and leadership challenges in digital era
 5. Analytics for strategic decision making
 - **Data Science [5 Subjects]:**
 1. Business Analytics, including Big Data Analytics
 2. Data representation and visualization, Categorical data analysis and optimization
 3. Database management and data warehousing
 4. AI, Machine Learning and Deep Learning
 5. Python, R, Java, and other programming languages
 - **Application of Emerging Technologies in Business [5 Subjects]**
 1. Artificial Intelligence & Machine Learning
 2. Cloud Services
 3. Robotics Process Automation
 4. Internet-of-Things [including industry 4.0]
 5. Blockchain
 - **Other possible options for specialization [to offer specialization in any area listed below, there must be a minimum of 15 participants]**
 - **Advanced Program in Functional areas**
 - Advanced Program in Sales and Marketing Management [5 Subjects]
 - Advanced Program in Supply Chain Management [5 Subjects]
 - Advanced Program in Project & Risk Management [5 Subjects]
 - Advanced Program in Financial Management [5 Subjects]
 - **Doing Business in specific Industry [any industry can be covered subject to there being a minimum of 15 participants]: 5 Subjects covering broadly the following 5 areas:**
 1. Industry and competitive analysis of concerned Global and Indian Industry and strategic options at firm level [focus on concerned industry and its customer industry]
 2. Dynamics of the Raw Materials and other inputs industry and strategic options at firm level.
 3. Productivity, Efficiency and Risk management in the concerned Industry - Operations and Supply Chain perspective
 4. Planning, financing, and implementation of large-scale investment across value chain in the concerned Industry
 5. Strategic & Leadership Challenges in concerned Industry

- **MODULE IV: Comprehensive Project in the special focus area** [to be undertaken after Modules I, II & III are completed]

ENGAGEMENT LEVEL – AN OVERVIEW

- 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 session during 8 to 10pm]
 - 480 hours of scheduled and guided learning outside faculty conducted sessions
- 15 Subjects [5 in special focus area]
- 15 Action Learning Projects to address business and function specific challenges [5 in special focus area] – All company/industry specific.
- 15 quizzes [5 in special focus area]
- Many Individual case analysis/ discussions and guided/ monitored syndicate room discussions.
- 15 Presentations [5 in special focus area]
- 15 interactions with industry experts
- 15 program-end examinations
- 1 Program end Comprehensive Project [in special focus area]

11 Month PGDME – SOME RELEVANT INFORMATION

□ Entrance Process

□ All applicants will have to appear at a two-hour online test called Perspective and Aptitude Test [PAT] – to be organized by The Strategy Academy Centre for Advanced Studies and designed on the lines of entrance test used by top business schools such as GMAT, CAT, XAT etc.

□ Those whose PAT score is above a cut off marks will be called for an online two-level personal interview – first with **Prof Ranjan Das**, Chairperson of The Strategy Academy Centre for Advanced Studies and **Prof of Strategic Management, Indian Institute of Management Calcutta** [1994-2014 & Visiting 2014 onward till date] followed by a second interview with an **experienced** professional.

□ Final selection will be based on [a] level of prior academic achievements, [b] PAT score and [c] performance at the two-level personal interview process.

□ Subjects [list of subjects is given in the previous section]:

□ 15 Subjects spread over 3 Modules and covering:

□ Cross functional areas of management and strategy [7]

□ Economics, organizational behaviour and quantitative [3]

□ Special focus area [5]

NOTE: 40 to 50% of each of the 15 subjects PLUS Program-end dissertation will be industry, company & special focus area specific

□ **Evaluation and grading**

□ Multi-element evaluation in each subject [comprising 1] Attendance, 2] Engagement level, 3] Surprise Quiz, 4] Individual and Group Assignments, 5] Presentation, 6] Action Learning Projects and 7] Subject-end Examination and relative grading

□ **Issue of PGDME Certificate**

□ **Jointly by Jadavpur University** School of Education Technology and **The Strategy Academy** Centre for Advanced Studies [TSACAS]. No reference of special focus area in the certificate. Subjects of special focus area will be mentioned in the grade sheet.

□ **Start Date**

□ From the week beginning: 3rd week of February 2021 [proposed]; subsequent batches will start with 3 to 6 months gap.

□ **Fee Structure:**

□ Rs 130,000/- + GST (net of all discount, if there are any).

□ Special reduction in fee for Group Registration

□ Attractive special fee for Individual Registration [if admission process is completed before a specified cutoff date]

□ **Program Design & Direction:**

□ Prof Ranjan Das, Chairperson & Dean, The Strategy Academy and **Prof of Strategic Management, IIM Calcutta** [1994-2014 & Visiting 2014 onward till date]

BENEFITS AT BUSINESS, ORGANIZATIONAL & INDIVIDUAL LEVELS

□ **BUSINESS LEVEL:** As a part of completing 15 term papers and ONE comprehensive project, achieve the following:

□ Acquire new generation skills in cross-functional, strategy and one specialization area [see slide 4] so that participants are equipped to address contemporary business challenges.

□ With skills mentioned in [I], participants will be able to contribute effectively for businesses to develop and sustain competitive advantage

□ **ORGANIZATIONAL LEVEL: DEVELOP, REWARD & RETAIN TALENT**

I. Identify talent, through this program

II. Develop talent through upgrading skills of talented officials further

III. Reward talent for retaining them

□ **INDIVIDUAL LEVEL:**

□ A Comprehensive Learning Opportunity – Cross Functional, Strategy & Leadership and specialization in one area [out of the options offered]

- Acquire within 11 months, while on-the-job [if already employed] & without using any office hours [if already employed], PG Diploma level Certification from a University with high NIRF Rank [5th in 'University' category during 2019-20]
- Career counselling

Certification Partners

Jadavpur University:

Date of Establishment	24/12/1955
Status of the University:	A 65-year-old State Funded University. The University has been recognized by UGC in 1955
University Departments	36
Interdisciplinary Schools	21
Centres of Study	40

NIRF India Ranking of Jadavpur University 2020: 5th in 'University', 17th in 'Engineering', 12th in 'Overall' category.

The Strategy Academy Centre for Advanced Studies:

- The Strategy Academy was set up 13 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 Chairperson and Dean of the Academy
- The Academy is India's FIRST Academy that deploys a **Smart Learning & Transformation Solution [SLTS]**...The **Complete Transformation** Solution, that uses the principles of Convergence and Digitalization and delivers on One2One basis faculty-led 100% LIVE classes over 2 Way Interactive Platform [with streaming audio and video feeds] to ANY WHERE in India and the World on REAL-TIME and Direct2Participant basis.
- More than 60 Indian companies, one University, One MHRD Institute and India's largest industry association have already used the resources and capabilities of the Academy.

How to Apply and Contact Details

- For additional information: Write to or call:
 - Ms Sonu Dhar, sonu@thestrategyacademy.org Phone: 9874060635
 - Mr Sumit Bhattacharya, sumit@thestrategyacademy.org Phone: 9874882778
- For any content and career related discussion or for sending application to join PGDME, write to:
 - Prof Ranjan Das, Chairperson & Dean, The Strategy Academy Centre for Advanced Studies, email: rdas@iimcal.ac.in; Phone: 9830052722