

POST GRADUATE DIPLOMA IN MANAGEMENT AND ENTREPRENEURSHIP [PGDME]



<https://thestrategyacademy.org/post-graduate-courses/>

PGDME is Jointly Certified by



Jadavpur University [NIRF: 4] School of Education Technology & The Strategy Academy Centre for Advanced Studies

PROGRAM BENEFITS:

- Eleven-month Program comprising 3 semesters; the 3rd semester will be the specialization semester
- Internationally benchmarked Content [Semester 1 & 2: 10 subjects covering cross-functional management areas, strategy and entrepreneurship; Semester 3: 5 subjects covering **SPECIALIZATION**].
- Pedagogy includes faculty conducted lectures and discussions on core concepts, Action Learning Projects [ALP], individual and group assignments, presentation over digital platform, case studies, Comprehensive PG level project
- Working & Learning together and acquire a PG level Diploma
- Convenience [as expected by career conscious people who are busy and travel extensively] and Affordable Charges.

DELIVERY:

The faculty conducted sessions of PGDME, 5 times a week, will be technology-enabled and delivered 100% LIVE to the homes of participants OUTSIDE working hours during 8 to 10pm. Recordings of 100% LIVE faculty-led sessions will be available for revision & other purposes. Case method of teaching will be followed.

Several Options for Specialisation

(A particular specialization will be offered only with a minimum of 12 & maximum of 15 participants)

1. Strategic Management | 2. Sales, Customer Service and Distribution | 3. Business Analytics | 4. Data Science | 5. Cyber Security | 6. Business Applications of New Technologies (AI and ML, IoT, Blockchain, Cloud, AR & VR etc) | 7. Digital Transformation | 8. Industry-linked Specialisation

Approx 45% of workload [including comprehensive PG project] are in specialization area; balance 55% are in cross-functional & strategy area



Prof Ranjan Das, PhD [IIMA]

Program Director

20 Years of industry
28 years of teaching @IIMC and other business schools in India and overseas
Extensive consulting experience

Fee 1,50,000/- Plus 18% GST	Start of the program Two batches to start during June to Sept 2023	Batch Size Group of 12 to 15 participants per specialization	Admission Process <ol style="list-style-type: none">1. Study of Program Outline and make the decision to join2. Submission of required documents3. Appear at Perspective and Aptitude Test [PAT]4. Personal interview with Prof Ranjan Das5. Issue of Admission Letter6. Payment of first instalment on due date	Triple Focus Areas <ol style="list-style-type: none">I. Business Acumen [Strategy, Entrepreneurship, All Functional Areas of Management]II. Managing and LeadingIII. Specialization in a desired field
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