



# Jadavpur University Certified

## Post Graduate Diploma in Management and Entrepreneurship

Specialization in  
Starting and Managing a New Entrepreneurial Venture

### STARTS ON



- July - September
- October - December

### DURATION



- 11 Months
- 4 sessions per week

### ELIGIBILITY



- Graduates
- Diploma Engineers with 10+2+3 years of education

### PROGRAM FEE



₹ 1,50,000/- Plus 18% GST  
(payable in 3 instalments)

# PROGRAM OVERVIEW

This 11 months Post Graduate Diploma in Management and Entrepreneurship Program will help prospective participants acquire capabilities and perspective in three ways:

1.

**Business Acumen** [through inputs received in strategy, and different functional areas like marketing, sales, finance, controls, supply chain, operations etc.]

2.

Managing and Leading and Risk-taking

3.

**Specialization** in Starting and Managing a New Entrepreneurial Venture

## PROGRAM FOR WHOM



Working Executives, Entrepreneurs [including soon-to-be Entrepreneurs] and recent graduates in any discipline from any AICTE/UGC approved institute/university.





Diploma Engineers with 10+2+3 = 15 years of education are also eligible to apply for this program



This program is Ideal for Young TALENTED Individuals who are already working in an organization or who are Entrepreneurs [including soon-to-be Entrepreneurs], who need to learn urgently Business Management Skills.



# PROGRAM HIGHLIGHTS

- ✓ The program is jointly certified by **Jadavpur University** (number 4 best university in the country in 2023) School of Education Technology and **The Strategy Academy** Centre for Advanced Studies.
- ✓ 11 months program comprising 3 semesters. 8 subjects in specialization area.
- ✓ Internationally benchmarked content
- ✓ 240 hours of faculty conducted 100% LIVE online sessions
- ✓ 480 hours of 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 you want during the tenure of the program.
- ✓ Use of case studies and hands on exercises.
- ✓ 15 case assignments (8 in specialization area) 
- ✓ 15 group discussions (8 in specialization area)
- ✓ 15 LIVE Presentations (8 in specialization area)
- ✓ 15 Action Learning Project (8 in specialization area) 
- ✓ 15 quizzes (8 in specialization area)
- ✓ 15 Exams [one exam for each subject] (8 in specialization area)
- ✓ One Comprehensive Project Work
- ✓ Multi-element evaluation [7 elements in each subject]

# Some Background Information on Jadavpur University and The Strategy Academy



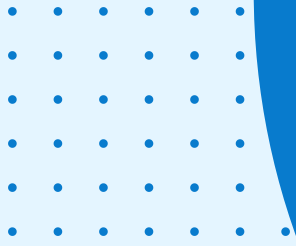
## JADAVPUR UNIVERSITY

- Date of Establishment: 24/12/1955
- Status of the University: A 66 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 India Ranking (in 2023): 4th in the university category

## THE STRATEGY ACADEMY

- The Strategy Academy was set up about 15 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

**Professor of Strategy,  
Innovation, Leadership  
and Entrepreneurship**

### BRIEF PROFILE

Prof Das has 20 years of industry experience and 29 years teaching, consulting and research experience. As a faculty of Strategic Management, Prof Das is associated with: IIM Calcutta [ Full time: 1994 – 2014; Visiting: 2014 onwards], The Strategy Academy [2008 onwards], IIM Jammu [2020-24], Xavier Institute of MANAGEMENT Bhubaneswar [2020-24], IIM Ranchi [Visiting: 2014-15], IIM Trichy [ Visiting: 2014-17], UPH University- Jakarta [Visiting:2014-17], Indian School of Business, Hyderabad [Visiting: 2008-09], and Hong Kong University of Science and Technology, Hong Kong [Visiting: 2005-06].

Prof Das has set up two entrepreneurial ventures since 2008 which are in operation since their inception. These two entrepreneurial ventures are: The Strategy Academy Centre for Advanced Studies and The Next Ideation. Prof Das is Executive Chairperson of both these organizations.



## PROGRAM DELIVERY



### Faculty Conducted 100% LIVE Online Sessions

The faculty conducted sessions of PGDME, 4 times a week, will be technology-enabled and delivered 100% LIVE Online to the homes of participants OUTSIDE working hours.



### Recordings of 100% LIVE Faculty-led Sessions

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



### Case Study Method Teaching

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

## VALUE CREATION AT INDIVIDUAL LEVEL

- **A Comprehensive Learning Opportunity** – Strategy, Leadership, Cross Functional, General Management and specialization area.
- **Acquire within 11 months while on-the-job & without using any office hours**, PG Diploma level Certification from a University with NIRF Rank 4 [in 'University' category in 2023]



## **SUBJECTS OF STRATEGY, CROSS FUNCTIONAL AND GENERAL MANAGEMENT AREAS**

1. Analysis of Financial and Cost Performance for Decision Making and Control and Financial Management
2. Marketing Management
3. Operations Management
4. Quantitative Analysis for Business Decision Making
5. Strategic Management and Entrepreneurship
6. Economics for Managers
7. Managing & Leading and Human Resource Management

## **SUBJECTS OF SPECIALIZATION AREA**

1. Psyche and Attitude of an Entrepreneur
2. Doing Business as an Entrepreneur – Business Plan
3. Doing Business as an Entrepreneur – Capital Structure and Financing of New Ventures
4. Business Development
5. Doing Business as an Entrepreneur - Managing Operations and Supply Chain
6. Sales and Marketing – B2B Segment
7. Sales and Marketing – B2C Segment and Services
8. Implementation of New Venture

# LIST OF SUBJECTS TO BE COVERED IN THE PROGRAM

## SPECIALIZATION IN STARTING AND MANAGING A NEW ENTREPRENEURIAL VENTURE

### > SEMESTER 1

1. Analysis of Financial and Cost Performance for Decision Making and Control and Financial Management
2. Marketing Management
3. Operations Management
4. Quantitative Analysis for Business Decision Making
5. Psyche and Attitude of an Entrepreneur (Specialization)

### > SEMESTER 2

1. Strategic Management and Entrepreneurship
2. Doing Business as an Entrepreneur – Business Plan (Specialization)
3. Doing Business as an Entrepreneur – Capital Structure and Financing of New Ventures (Specialization)
4. Business Development (Specialization)
5. Doing Business as an Entrepreneur - Managing Operations and Supply Chain (Specialization)

### > SEMESTER 3

1. Economics for Managers
2. Managing & Leading and Human Resource Management
3. Sales and Marketing – B2B Segment (Specialization)
4. Sales and Marketing – B2C Segment and Services (Specialization)
5. Implementation of New Venture (Specialization)

