

Post Graduate Diploma in Management (AICTE Approved)

Course Highlights

- **2 years Full time AICTE approved Post Graduate Diploma (IInd Shift)**
- **Specializations offered – Marketing, Finance, HR, IT (SAP focused)**
- **Highly qualified and experienced faculty members**
- **Strong Industry Interface and Exposure**
- **Exhaustive and Digital Library**
- **Indira has an Excellent Track Record of Placements.**

Admission Procedure

Application

Eligible candidates seeking admission to PGDM Course must apply in the prescribed form enclosed with the prospectus, duly completed in all respects within the time schedule.

Eligibility

For eligibility to PGDM admissions , candidate must have passed the degree examination of a recognized university (recognized by Association of Indian Universities) with a minimum of 45% marks in aggregate, as used by respective University for declaring the class or division in that particular University. **Final year degree candidates awaiting results have to submit their final degree mark sheet with above pass percentage criteria by 15th August, 2010.**

Maharashtra State candidates from reserved category desirous of availing reservation seats allocated for them must mention the same with relevant caste certificates, validity certificate and non – creamy layer certificates from proper state Government authorities at the time of submitting the application forms. Absence of such certificates at the time of submitting the application forms for admission to the course disqualifies them from the reserved category seats, and such candidates will only be considered for open / general category seats .

Any eligibility attained or document, proof submitted later than 20th July 2010 will not be considered eligible, except for final degree mark sheet as stated above.

Sanctioned Course Intake is 120 seats

Reservation of seats for Backward Category candidates, of Maharashtra State only

The percentage of seats reserved for candidates of backward class category, belonging to Maharashtra state only, is 50% of seats other than that under Institute level (management quota). Such seats can be availed only by attaching proper domicile certificate of Maharashtra State and relevant & valid caste certificate, Caste validity, Non – creamy layer certificate (as applicable) along with the admission form. Non submission of such updated certificates will not allow candidates to be considered for backward / reserved category.

If the seats do not get filled by the backward class category until the prescribed date for confirming admission then the seats would be available for the open category candidates.

Institute Level Seats (Management quota)

20% seats of the sanctioned intake are reserved at the discretion of the management. The eligibility rules and admission procedure remains the same for all seats. A separate merit list of these applicants will however be prepared for consideration to admission.

Selection Procedure

Admission to PGDM of the Indira Institute of Management, Pune (IIMP) is based on the selection process comprising of the IIMP Common Entrance Test (IIMP – CEE). The written test of IIMP – CEE is objective in nature and tests the overall aptitude of the candidate, on topics such as Verbal Ability, Mathematical Ability, Analytical Ability, General Knowledge and English Essay Writing. The second component of the CEE is Personal Interview and Group Discussion.

Students, who have valid scorecards for the XAT/CAT/MH – CET/ MAT /ATMA(All India exam scores), for the year of application, may specify accordingly while submitting application and may not appear for the written component of the IIMP common entrance exam (IIMP-CEE). Their score in the above mentioned All India exams will then be considered as the written exam component of the IIMP – CEE after being converted using relevant ratio of conversion. They however must appear for the Essay Writing and Verbal Examination (GD & PI) of the CEE. Candidates failing to produce valid scorecard, or not appearing in any component like GD or PI will NOT be eligible for further admission process consideration.

Candidates must carry and present on demand by college authority , their admit cards and a valid photo ID card proof for all admissions related procedures.

**IIMP -CEE for the Management Qouta Admission is scheduled on 2nd August 2010.
(Reporting Time is 8.30 am)**

IIMP- CEE Components	Marks	Duration (Minutes)
Written Test	100	60
Essay Writing (for All India Score card Candidates)	50	30
Group Discussion	50	20
Personal Interview	50	As required by interview panel

List of candidates for admission will be declared and displayed on the notice board of the Institute.

Candidates in the list must confirm their admission by submitting original academic documents and fees, within stipulated time schedule mentioned in the merit list.

Once selected, the candidate is required to pay the fees on or before the prescribed date in list and confirm their admission; otherwise the candidate loses any claim to admission and candidate in the waiting list would be offered admission . At the time of admission, all supporting and relevant ORIGINAL documents / certificates as stated in the application must be submitted to the institute.

Candidates must preserve their admit cards till commencement of classes.

Decision of the Director in all matters of admissions will be final.

General information of conduct at Indira campus :

Ragging in any form , whether within or outside the campus is a crime and action will be taken as per law.

Refer Maharashtra Prohibition of ragging Act 1999 and Decision of Supreme court of India in writ petition No [C] 656/1998.

The institute has a Anti Ragging Committee headed by the Director and Anti Ragging Squad.

Director Administration , Registrar , Deputy director, and Hostel Wardens can be contacted any time to report any such incident or knowledge of ragging or any such activity being planned or executed.

Phone line: (020)- 66739868/ 66739822/ 66739806 / 66739843

Smoking & consumption of Tobacco / Alcohol is banned in and around campus. The students will be expelled from institute and dealt with as per provisions of Law.

All information is conveyed to the students through the notice board; therefore, students must read the notice board regularly to get an update.

Submission of projects reports / reports, forms etc. must be done on or before the due date specified.

Students should carry their Identity cards at all times and wear formal attire .

Use of Mobile phones not permitted in the class rooms and these must be switched off or put in silent mode. Mobiles are not allowed in Seminar halls & Examination hall.

Students are responsible towards all Indira Properties and facilities; damage to any material or equipment by student/s will be the express responsibility of the student/s concerned and they will have to bear the cost of the same.

Wearing of helmet by two wheeler riders is compulsory in and around campus.

Punitive action will be initiated upon violation of the above norms, and will increase with the severity of the misconduct. Punitive action includes warnings / jobs to be done in campus, suspension from attending classes/tests, and suspension from campus, expulsion and monetary fines. Each of these punitive actions will be recorded in the student's personal record maintained with the Institute.

Students must abide by the rules and regulations of IIMP.

Post Graduate Diploma in Management (PGDM – AICTE Approved)

Course Intake – 120

The Post Graduate Diploma in Management (PGDM) is a two-year, full time programme approved by All India Council for Technical Education, New Delhi

(AICTE). The programme offers specializations in Finance, HR, Marketing & IT. The emphasis of the programme is to develop in the candidate the ability to translate theory into practice. It aims at promoting an inquiring & analytical mind, which proactively seeks the right knowledge, acquires the appropriate skills and promotes the right attitude to develop capabilities needed to manage enterprises in the twenty-first century.

SYLLABUS:

Semester I

The inputs will be given on subjects like:

Subject Name

- **Basics of Management**
 - **Managerial Economics**
 - **Accounting for Managers**
 - **Principles of Marketing**
 - **Business Laws**
 - **Statistics & Quantitative Method**
 - **Communication & Business Awareness**
 - **Production and Operations Management**
 - **Indian Economic and Political Environment**
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PGDM – MARKETING SPECIALIZATION

Semester – II Marketing Specialization

S No	Subject Name
Common	Management Information systems
Common	Research Methodology
1	Consumer Behaviour
2	Integrated Marketing Communications
3	Product & Brand Management
4	Pricing
5	Distribution and Supply Chain Management

Semester – III Marketing Specialization

S No	Subject Name
Common	EDPM
Common	Business Strategy

1	Sales Management
2	Services Marketing
3	Retail Management
4	Marketing of Financial Services
5	Summer Internship

Semester – IV Marketing Specialization

S No	Subject Name
Common	International Business Management
Common	Management Control System
1	Customer Relationship Management
2	B2B Marketing
3	Rural Marketing
4	International Marketing
5	Marketing of IT & ITES

PGDM –FINANCE SPECIALIZATION

Semester - II Finance Specialization

S No	Subject Name
Common	Management Information systems
Common	Research Methodology
1	Corporate Financial Management and Decision Process
2	Direct Taxation
3	Security Analysis and Portfolio Management
4	International Finance
5	Banking

Semester - III Finance Specialization

S No	Subject Name
Common	EDPM
Common	Business Strategy
1	Indirect Taxation
2	Indian Financial Systems & Financial Institutions
3	Capital and Commodity Markets
4	Risk Management
5	Summer Internship

Semester - IV Finance Specialization

S No	Subject Name
Common	Management Control System
Common	International Business Management
1	Financial Services
2	Strategic Cost Management
3	Fixed Income Securities and Debt Market
4	Valuation Management
5	Financial Engineering

PGDM –HR SPECIALIZATION

Semester - II Human Resource Specialization

S No	Subject Name
Common	Management Information systems
Common	Research Methodology
1	Organization Psychology & Behaviour
2	Basic of HRM
3	Labour Costing and Compensation Management
4	PASP
5	Labour Law-I

Semester - III Human Resource Specialization

S No	Subject Name
Common	EDPM
Common	Business Strategy
1	Performance Management
2	Training & Development
3	Organizational Development
4	Labour Law-II
5	Summer Internship

Semester - IV Human Resource Specialization

S No	Subject Name
Common	Management Control System
Common	International Business Management
1	OSTD
2	SHRM
3	IHRM
4	IR& Labour Welfare
5	Labour Law & Miscellaneous Laws

PGDM – IT SPECIALIZATION (SAP Focused)

It is a well-established truth that in the modern age of information and technology, the growth of any economy is strongly linked with the quality and state of education being imparted to its youth. Further, to provide a sustainable impetus to our industry a robust framework of technical education is indispensable. The vary importance of technical education lies in India's rise as an economic power. We are poised to be the third-largest world economy by the end of 2020. Trained manpower will play a vital role in this. In the case of Software, the intensity of the interconnectedness is higher due to its vast spectrum of influence. For various reasons, the Indian IT industry is not known for marketing products such as Operating Systems and intelligent browsers that are usable by a wide spectrum of customers.

Importance of ERP is increasing in India as it helps in delivering solutions to number of flourishing companies. ERP delivers a comprehensive set of integrated, cross-functional business processes. With ERP, you can gain the following benefits:

1. Improve alignment of strategies and operations.
2. Reduce costs through increased flexibility
3. Reduce risk
4. Improve financial management and corporate governance
5. Optimize IT spending
6. Provide immediate access to enterprise information.

Keeping in view the above points, our course structure is a blend of Management concepts and SAP-ERP operational Knowledge which would help the managers in managing their business effectively and efficiently.

Semester II IT Specialization

Sr. No.	Subject Title
1	Information Systems for Managers
2	Research Methodology & Web based market research

3	IT & ITES (Online Brand Building and Marketing)
4	E-Commerce
5	Software Project Management
6	Introduction to ERP Products
7	Spanish / French

Semester III IT Specialization

Sr. No.	Subject Title
1	Entrepreneurship Development & Project Management
2	Business Policy & Strategic Management
3	IT Infrastructure Management
4	Information Security and Audit
5	SAP Concepts & Overview
6	SAP SCM Systems
7	SAP Advance System

Semester IV IT Specialization

Sr. No.	Subject Title
1	International Business
2	Live Project on SAP

For prospectus please contact

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Thanks and hope to see you at Indira Soon