SIES COLLEGE OF MANAGEMENT STUDIES

&

AIMA’S

AICTE Approved

POST GRADUATE DIPLOMA IN MANAGEMENT for Working Executives

(PGDM)
Dean’s Message

Welcome to the SIETCOMS Post Graduate Diploma in Management (PGDM) Program in collaboration with All India Management Association (AIMA).

Today’s lightning-fast business environment is more complex and unpredictable than ever before. To overcome increasingly multifaceted challenges, you require skills and knowledge from a wide range of traditionally segregated fields.

Our program provides you with a unique learning experience that will transform you. You will learn how to analyze complex problems from different perspectives and gain the ability to solve them creatively.

PGDM is the most sought after program of AIMA-Center for Management Education. It is being offered since 1994 and is widely acclaimed for its strong and robust curriculum in the industry and academic world. This is a government recognized, AICTE approved program for Working Executives.

The program is designed to balance practical problem-solving with the development of broad perspectives and conceptual skills. Program combines the study of key conceptual frame-works and their application to complex business challenges.

The program can be classified into core courses and specialization areas.

I invite you to consider our PGDM program. I believe you will discover that studying at the institute will be a turning point in your life. Combined with our passion and enthusiasm, you will have new skills to drive innovative growth. If you are ready to make a difference in your organization’s development, we invite you to enroll in our PGDM program.

We look forward to embarking on this journey with you.

Regards

Vidya Iyer
Dean, External Programs

SIES College of Management Studies
Established in 1932 by Shri. M. V. Venkateshwaran, the South Indian Education Society (SIES) prides itself on its rich heritage. Based in Mumbai, SIES is one of the oldest educational societies in India and is known for its rich tradition of imparting education while inculcating the essence of culture in its pupils. The society, since then has successfully expanded its reach by establishing various institutions that have striven to achieve academic excellence. In the journey to achieve individual milestones and collective growth, SIES started with six ardent learners and today the SIES family has evolved with various educational institutions and is blessed with over 18,000 students under its wing.

The society has established a High school, an array of arts, science and commerce colleges, along with academic and professional institutions of higher learning. This includes establishments of Center for Excellence in Management Research and Development (CEMRD), SIES School of Packaging, SIES Indian Institute of Environment Management, and SIES Graduate School of Technology (an engineering institute). SIES Seniors’ Home and SIES Sri Chandrasekarendra Saraswati Veda Vidya Pitha for young children are the latest ventures initiated by SIES. Education blends with tradition at SIES, which in turn reflects on individual and personal growth. This has been achieved through the foresight, wisdom and dedication of the founders with a strong emphasis on high standards of academic, professional and societal performance.
About SIESCOMS

SIESCOMS Executive Education programs strengthen the leadership capacity of individuals and their organizations.

This program is specifically designed for working professionals to acquire the advanced skill-set necessary for leadership success. This program has been conceptualized in such a way that the working professionals, carry with them the vital concepts to support his/her experience and an experience that can be applied to situations at work.

This program challenges executives to think and manage more effectively in a changing business world.

SIESCOMS Advantage:

Started in the year 2004, 13 batches and over 1000 alumni have carved a niche and are business leaders today.
About AIMA

AIMA Overview

Today amid all the transitions, there is one Indian body that’s helping the Indian managers to make the most of the new opportunities. One body that’s assimilating the changed global perspective and equipping the Indian managers for it. One body that’s ready for tomorrow is All India Management Association (AIMA).

The All India Management Association (AIMA) was created as an apex body of professional management with active support of the Government of India and Industry in 1957. AIMA is a group-a body to pool management thoughts in the country, a forum to develop a national managerial ethos, an organization to facilitate the furtherance of the management profession in the country.

AIMA is a federation of Local Management Associations (LMAs). AIMA today affiliates 64 LMAs across the country and 2 co-operating management associations i.e. Qatar Indian Management Association and Mauritius Management Association.

AIMA has established close linkages with over 3000 institutions and over 30,000 individual professionals directly and through network of the Local Management Associations. AIMA’s activities include Distance management Education, management Development Programs, National Events, Competitions, Research, Publication and Testing Services.

AIMA is represented on a number of policy making bodies of the Government of India and a number of National bodies / organizations. Some important ones are as under:

- All India Council for Technical Education (AICTE), which is the apex regulatory body for professional education in the country under the Ministry of Human Resource Development (HRD), Government of India.
- Council of Institute of Applied Manpower Research
- Boards of Governors, Indian Institutes of Management (Ahmedabad, Bangalore, Calcutta, Indore, Kozikode, Kashipur, Udaipur, Ranchi, Rohtak, Tiruchirapalli and Raipur)
- Bureau of Indian Standards, New Delhi
- National Productivity Council, New Delhi
- Central Direct Taxes Advisory Committee
AIMA is frequently co-opted by the Government on Specialized Committees.

AIMA is an active member of the Asian Association of Management Organizations (AAMO), which is the Asia-Pacific regional body of the World Management Council (CIOS).

AIMA maintains close links with a number of overseas professional institutions like the American Management Association, Chartered Institute of Management (UK), all the National Management Organization.

**Highlights of PGDM Program:**

- Sharpen leadership skills, decision – making skills, analytical skills.
- Industry relevant curriculum and pedagogy designed to suit the changing demands and trends.
- Cutting-edge specializations, which enhances cross functional knowledge backed by domain expertise.
- Program offers participants to specialize in one of the four areas – Finance, Marketing, IT, Operations or HR.
- Experiential and case-based approach simulate a real-time situation for students, reflecting the problems and critical decision making that leaders and CEOs come across today.

**For Whom:**

- Working Graduates.
- Professionals such as Engineers/CA/CFA/ICWA/ Technologists.
- Fresh Graduates who wish to combine their study with work. Also the program can be pursued as an add-on in any other specialized stream of education.

**Salient features of the program:**

The program is approved by AICTE & DEC (Distance Education Council), Govt of India.

- Contemporary course curriculum recognized by Industry.
- Teaching based on case studies to build and strengthen decision-making and analytical skills.

**Specialization Offered:**

- Marketing Management
- Human Resource Management
Financial Management
Operations Management
International Business
Information System

Post Graduate Diploma is designed by keeping in mind the needs of working graduates. Its not like any other Diploma program but a program totally designed as per the industry needs which will not help you to expertise in the area you want to specialized but also helps you to cope up with the current corporate scenario.

PGDM is recognized by AICTE (All India Council for Technical Education) & DEC (Distance Education Council), Govt of India and can help you for further promotions. This program will help you both and value addition to your current profile & knowledge.

Unique feature of this program is interactive session on weekends not only with faculty but also with Industry experts which actually helps you to develop a better insight not about the program but of industry requirements from PG holders.

Teaching Methodology:
Weekend classes offered (on Saturday & Sunday). 25 hrs. Lecture per subject.

Eligibility & Admission Procedure

Eligibility Criteria:

- Candidates with minimum 50% in Graduation (under 10+2+3 scheme) from a recognized University are exempted from the entrance test for admission.
- Interested candidates with below 50% in graduation are required to appear in the test (MAT/ CAT/ XAT/ ATMA / any other state level test.) to be eligible for the interview. There will be no cut off score.

Admission Procedure:

- Eligible candidates need to appear for the personal interview.

SIESCOMS - AIMA – PGDM Course Outline

Semester – I

Management Functions & Organization Behaviour
Managerial Economics

Business Statistics

Financial & Management Accounting

Introduction to Information Technology

Business Communication

**Semester – II**

Operations Management

Human Resource Management

Marketing Management

Economic and Social Environment

Research Methodology

Financial Management

**Semester - III Specialization Module**

**Marketing Management (MM)**

Sales and Distribution Management

Advertising and Brand Management

International Marketing Management

Marketing of Services

Consumer Behaviour

**Financial Management (FM)**

Management Control Systems

Security Analysis & Portfolio Management

International Finance
Corporate Finance
Management of Financial Services

**Human Resource Management (HRM)**
Performance Management
Training and Development
Managerial Leadership
International Human Resource Management
Managing Change through Organisational Development

**Operations Management (OM)**
Technology Management
Project Management
Supply Chain Management
Operations Strategy
Quality Management

**Information Systems (IS)**
Computer Networks
Fundamentals of E-Commerce
Software Engineering
Database Management
Management of Information Technology

**Semester - IV**
Business Law & corporate Governance
International Business
Entrepreneurial Management
Strategic Management & Ethics
Project Work

Fees:
Total fees for two years – 2 lakhs, payable in four installments; of 50,000/-

For further details contact: SIES COLLEGE OF MANAGEMENT STUDIES
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