

# **HANDBOOK OF INFORMATION**

## **POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) (2021-22)**



**PML SD BUSINESS SCHOOL, CHANDIGARH**

## **1. INTRODUCTION**

PML SD Business School Chandigarh offers two years full time Post Graduate Diploma in Management (PGDM) [AICTE Approved] since 2020 with the vision of creating and disseminating holistic value based management education for building and grooming future leaders. The Institution has been promoted by GGDSD College Society Chandigarh and is envisioned as a centre of excellence for management education and is heading towards becoming a unique and different B- School from the run of the mill management institutions. The GGDSD College Society has built reputation of being an excellent centre of education in UT of Chandigarh and adjoining States. A large number of its Alumni are occupying senior positions in the Corporates in India or overseas or successfully running their own ventures. The Society strongly believes in ethical and moral values.

## **2. VISION AND MISSION**

### **Vision**

To be unique & different Business School for the creation and dissemination of Value-Based Management Education for grooming future leaders for India and the World.

### **Mission**

- Attain and retain educational relevance by offering contemporary curriculum and focus on international immersion.
- Maintain academic respectability and global corporate acceptability
- Focus on innovative & experiential learning

## **3. ADMISSION PROCEDURE**

PML SD Business School grants admission to its two years full time PGDM Programme through a selection process comprising scores from national management aptitude tests such as CAT/MAT/XAT/CMAT/ATMA/GMAT along with performance score of Group Discussion (GD) and Personal Interview (PI).

### **3.1 Eligibility**

The candidate must hold a bachelor's degree with at least 50% marks or equivalent CGPA of any of the universities incorporated by an Act of the central or state legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under section 3 of UGC Act, 1956 or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The bachelor degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary, schooling (10+2) or equivalent.

Candidates appearing for the final year of bachelor degree/equivalent qualification examination can also apply. Such candidates must produce a certificate from the Principal/Head of Department/Registrar/Director of the University/Institution certifying that the candidate has obtained 50% marks or equivalent based on latest available grades/marks. Non-fulfillment of this condition will automatically result in the cancellation of the provisional admission.

### 3.2 Admission Process

|               |                                                   |                                                                                                                                                                                                                                 |
|---------------|---------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Step 1</b> | Admission Test                                    | All candidates seeking admission to PML SD Business School will be required to appear in the CAT/CMAT/GMAT/XAT/MAT/ATMA                                                                                                         |
| <b>Step 2</b> | Registration at PML SD Business School            | Besides CAT/CMAT/GMAT/XAT/MAT/ATMA Score, candidates are required to register at PML SD Business School, Chandigarh through a separate Application Form which is available online at pmlsdb.ac.in along with Admission Brochure |
| <b>Step 3</b> | Group Discussion (GD) and Personal Interview (PI) | Candidates short-listed on the basis of CAT/CMAT/GMAT/XAT/ MAT/ATMA score will be called for Group Discussion (GD), and Personal Interview (PI) online for final selection.                                                     |

### 3.3 Final Selection

PML SD Business School follows AICTE guidelines to evaluate candidates as per the criteria given below:

| <b>Evaluation Criteria</b> | <b>Weightage (%)</b> |
|----------------------------|----------------------|
| Aptitude Test              | 35                   |
| GP and PI                  | 45                   |
| Past Academic Performance  | 20                   |
| <b>Total</b>               | <b>100</b>           |

### 3.4 Admission Form

Candidates can apply for admission online and upload their documents. The admission brochure and application form can be downloaded from our website [www.pmlsdb.ac.in](http://www.pmlsdb.ac.in). It must be filled online using the link:

<https://www.digialm.com/EForms/configuredHtml/1082/63479/application.html>

The selected candidate must fill the e-form as explained below:

1. Click the 'Online Admission' link. Then click on 'New Applicant'.
2. Fill and upload personal and academic information. No registration fee is to be paid.
3. Scan and upload the required documents.
4. Applicant will receive SMS / email regarding the date & time. The candidate's original certificates will be verified at the time of joining the Institute.

## 4. FEE SCHEDULE

The fee schedule for PGDM is as under:

| <b>Instalment</b>          | <b>Due date of Payment</b> |
|----------------------------|----------------------------|
| 1 <sup>st</sup> Instalment | At the time of Admission   |
| 2 <sup>nd</sup> Instalment | 15 <sup>th</sup> Jan       |
| 3 <sup>rd</sup> Instalment | 15 <sup>th</sup> May       |
| 4 <sup>th</sup> Instalment | 15 <sup>th</sup> Jan       |

A fee of Rs 100/- per day will be charged for the late deposit of fee. The name of the student will be struck off from the official records of the Institute owing to non-submission of fee as per deadlines.

## 5. SCHOLARSHIPS

PML SD Business School has got one of the best Scholarship frameworks for the GGDSD college society students or our own alumni, students from the other institutions, additional merit add on / scholarships for the meritorious students and need / means based scholarship for EWS.

- A concession of Rs 1,00,000 shall be given to the Alumni of GGDSD College Society.
- One time concession will be given to other students, based on their graduation marks, as per the following:

| <b>Sr. No</b> | <b>Percentage of Marks<br/>(in Graduation)</b> | <b>Amount of Concession<br/>(Rs)</b> |
|---------------|------------------------------------------------|--------------------------------------|
| 1             | 60.00% to 64.99%                               | 25000                                |
| 2             | 65.00% to 74.99%                               | 35000                                |
| 3             | 75.00% and above                               | 50000                                |

Note: A student shall be eligible to avail one scholarship scheme only at a time.

## 6. EDUCATION LOAN

PML SD Business School has entered into an arrangement with Punjab National Bank and other leading Public Sector Banks for the sanction of the Education Loans to our PGDM students at a very competitive rate of interest, for a repayment period of 15 years. The other terms agreed to include small. margin to be provided by the student; and no collateral security for a loan up to Rs. 7.50 lakhs. The Institute will provide interest subvention or interest subsidy to the extent of 2.5% p.a. on the Education Loan availed by the student, for the period of study i.e. 2 years. The Interest Subsidy will be released or adjusted at half-yearly rests; at the time of payment of next tranche of Fee by the student. The Institute will normally provide scholarship or the subsidy.

## 7. REFUND POLICY

In the event of a student withdrawing admission before the start of the Course, the entire fee collected from the student, after a deduction of the processing fee of not more than Rs. 1000/- (Rupees One Thousand only) shall be refunded.

In case a student leaves after joining the Course and if the vacated seat is consequently filled by another student by the last date of admission, the fee collected after a deduction of the processing fee of not more than Rs. 1000/- (Rupees One Thousand only) and proportionate deductions of monthly fees and hostel rent, where applicable, shall be refunded. In case the vacated seat is not filled, the Security Deposit would be refunded. Last date for cancellation of seats of PGDM with full fee refund will be as per AICTE norms

## 8. COURSE CURRICULUM

The B-School is offering a Post-Graduate Diploma in Management (PGDM), credits based, full time management programme approved by AICTE. This autonomous programme have Industry endorsed curriculum with options to pursue various specializations.

## **8.1 Programme Objectives**

The objective of the programme is to create and disseminate value-based management education for grooming future leaders for India and the world. The emphasis will be to attain and retain educational relevance by offering contemporary curriculum. The teaching methodology is a judicious blend of lectures, seminars, case discussions, group presentations, management games, syndicate discussions, and special lectures by professionals from industry. The teaching and instructional methods used at the Institute encourage self learning and learning through active student industry interaction in the form of practical assignments and live projects. The students learn in an environment which is experiential, enjoyable, and highly conducive to adult learning.

At PML SD Business School, we have been innovative in approach to management education and keep updating the curriculum to address the emerging needs of industry. The classroom teaching at PML SD Business School comprise of four semesters spread across two academic years of study. The first year (Semester 1 and 2) consists of a rigorous and intensive grounding in basic management functions. These courses are compulsory in nature. During the second year (Semester 3 and 4), in addition to certain compulsory courses, the student can opt for electives based on their areas of interest. PML SD Business School offers electives in the areas of Marketing, Finance, Human Resource Management and Entrepreneurship & General Management.

## **8.2 Teaching at PML SD Business School**

The teaching methodology is a judicious blend of lectures, seminars, case discussions, group presentations, management games, syndicate discussions, and special lectures by professionals from industry. Modern teaching aids such as overhead and LCD projectors, computer aided instructions, films, video, and audio tapes are used. The teaching and instructional methods used at the Institute encourage self learning and learning through active student industry interaction in the form of practical assignments and projects. The students learn in an environment which is experiential, enjoyable, and highly conducive to adult learning. The pedagogy is as follows:

- Case Studies
- Group Tasks
- Self Learning
- Continuous Evaluation
- Corporate Interface
- Inbound and outbound management games

## **8.3 Summer Internship**

Each student is required to undertake summer training (carrying 100 marks equivalent to 4 credits) in a company of repute for the duration of 6-8 weeks as part of course curriculum after the second semester. They also need to undertake a project assignment with the company. This project training provides an opportunity to the students to have a first-hand practical exposure, and allows them to relate the conceptual and analytical skills acquired in classroom to actual managerial practices. The Institute, faculty, as well as the expert from the organization where these projects are carried out, evaluate various projects undertaken by the students. Every student

will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester. The detailed guidelines are available in a separate document.

#### 8.4 Research Project

Research Project carrying 100 marks (equivalent to 4 credits) commences from middle of Semester III and is required to be completed in 5 months' time. It allows the exploration of a topic in the student's "area" of interest. The course is guided by a faculty guide/mentor and provides an opportunity to individual student to pursue research in the specific area(s) of interest in depth. The study is comprehensive and is an integration of several fields of study to search solution(s) to a single problem. The five months period gives a valuable experience in the research process like problem identification, problem definition, systematic literature review, collection of relevant data, data analysis and drawing conclusions. Further it gives an opportunity to students to take initiative, use cognitive and analytical skills to complete an individual project well beyond the regular curriculum. The process ends in the form of a dissertation submission, power point presentation before external panel and a viva-voce. The detailed guidelines are available in a separate document.

### 9. COURSE CREDITS

Two years full-time PGDM consists of four semesters having 112 credits. The first two semesters are common for all the students. Third semester onward students opt for specializations. Each 100 marks paper consists of 4 credits, 40 hours, and 50 marks workshop paper 2 credits, 20 hours. Fifty (50) % marks in each paper are allocated for the end-semester examination of a 3-hour duration, rest 50% is continuous evaluation throughout the semester. Each paper has been broken into units and has paper code to facilitate the allocation of teaching and question paper setting. Students will be evaluated internally by the concerned faculty. Students can choose the stream of specializations according to their interest and placement prospects. The specializations available can be chosen from 4 group(s) –

- Finance
- Marketing
- Human Resource Management
- Entrepreneurship and General Management

Further, students will choose two streams called 'Major' and 'Minor' from 3rd semester onward. From major stream three papers and from minor stream two papers are required to be chosen. They will continue with the chosen stream during the 4th semester also.

#### Semester wise list of subjects

| Semester I                                     | Marks |
|------------------------------------------------|-------|
| PGDM 101 BUSINESS ECONOMICS                    | 100   |
| PGDM 102 BUSINESS STATISTICS                   | 100   |
| PGDM 103 MANAGEMENT ACCOUNTING                 | 100   |
| PGDM 104 ORGANIZATIONAL BEHAVIOR               | 100   |
| PGDM 105 MARKETING MANAGEMENT                  | 100   |
| PGDM 106 WORKSHOP ON MANAGERIAL COMPUTING      | 50    |
| PGDM 107 WORKSHOP ON BUSINESS RESEARCH METHODS | 50    |

|                                                                                |              |
|--------------------------------------------------------------------------------|--------------|
| PGDM 108 WORKSHOP ON DESIGN THINKING & INNOVATION                              | 50           |
| PGDM 109 WORKSHOP ON HR, MARKETING & FINANCIAL ANALYTICS                       | 50           |
| <b>28 Credits = (5x4) + (4x2)</b>                                              | <b>700</b>   |
|                                                                                |              |
| <b>Semester II</b>                                                             | <b>Marks</b> |
| PGDM 201 BUSINESS ENVIRONMENT                                                  | 100          |
| PGDM 202 HUMAN RESOURCE MANAGEMENT: A STRATEGIC PERSPECTIVE                    | 100          |
| PGDM 203 OPERATIONS MANAGEMENT                                                 | 100          |
| PGDM 204 CORPORATE FINANCE                                                     | 100          |
| PGDM 205 LEGAL ASPECT OF BUSINESS                                              | 100          |
| PGDM 206 WORKSHOP ON MANAGERIAL COMMUNICATION & EMPLOYABILITY SKILLS           | 50           |
| PGDM 207 WORKSHOP ON MACHINE LEARNING, INTERNET OF THINGS (IOT) AND BLOCKCHAIN | 50           |
| PGDM 208 WORKSHOP ON MULTIVARIATE STATISTICAL TECHNIQUES                       | 50           |
| <b>26 Credits = (5x4) + (3x2)</b>                                              | <b>650</b>   |
|                                                                                |              |
| <b>Semester III</b>                                                            |              |
| PGDM 301 STRATEGIC MANAGEMENT                                                  | 100          |
| PGDM 302 SUMMER TRAINING REPORT AND VIVA-VOCE                                  | 100          |
| PGDM 302 BUSINESS ETHICS, CORPORATE GOVERNANCE AND CSR                         | 100          |
| Elective-1                                                                     | 100          |
| Elective-2                                                                     | 100          |
| Elective-3                                                                     | 100          |
| Elective-4                                                                     | 100          |
| Elective-5                                                                     | 100          |
| <b>32 Credits = (8x4)</b>                                                      | <b>800</b>   |
| <b>Semester IV</b>                                                             | <b>Marks</b> |
| PGDM 401 WORKSHOP ON CONSULTANCY & ADVISORY SERVICES                           | 50           |
| PGDM 402 RESEARCH PROJECT                                                      | 100          |
| Elective-6                                                                     | 100          |
| Elective-7                                                                     | 100          |
| Elective-8                                                                     | 100          |
| Elective-9                                                                     | 100          |
| Elective-10                                                                    | 100          |
| <b>26 Credits=(6x4) + (1x2)</b>                                                | <b>650</b>   |

#### **List of Electives (Semester III)**

|                                                    |
|----------------------------------------------------|
| <b>GROUP A: MARKETING</b>                          |
| PGDM 331 ADVERTISING AND CONSUMER BEHAVIOUR        |
| PGDM 332 GLOBAL MARKETING MANAGEMENT               |
| PGDM 333 MARKETING RESEARCH AND PRODUCT MANAGEMENT |
| PGDM 334 INTERNET MARKETING AND RETAIL MANAGEMENT  |
| PGDM 335 GLOBAL SUPPLY CHAIN MANAGEMENT            |
| PGDM 336 INDUSTRIAL AND RURAL MARKETING            |
| PGDM 337 SUPPLY CHAIN ANALYTICS                    |
| PGDM 338 DIGITAL MARKETING AND RETAIL MANAGEMENT   |
| <b>GROUP B: FINANCE</b>                            |
| PGDM 321 FINANCIAL STATEMENT ANALYSIS              |
| PGDM 322 STRATEGIC COST MANAGEMENT                 |

|                                                                          |
|--------------------------------------------------------------------------|
| PGDM 323 MANAGEMENT OF FINANCIAL INSTITUTIONS                            |
| PGDM 324 INVESTMENT MANAGEMENT                                           |
| PGDM 325 MANAGEMENT CONTROL SYSTEMS                                      |
| PGDM 326 PROJECT PLANNING, ANALYSIS AND MANAGEMENT                       |
| PGDM 327 CORPORATE TAX PLANNING                                          |
| PGDM 328 FINANCIAL ECONOMETRICS                                          |
| <b>GROUP C: HUMAN RESOURCE MANAGEMENT</b>                                |
| PGDM 341 LABOUR LEGISLATION                                              |
| PGDM 342 INTERNATIONAL AND CROSS CULTURAL HR                             |
| PGDM 343 PERFORMANCE AND COMPENSATION MANAGEMENT                         |
| PGDM 344 ORGANIZATION DEVELOPMENT AND DEVELOPING A LEARNING ORGANIZATION |
| PGDM 345 BUSINESS NEGOTIATIONS AND CONFLICT MANAGEMENT                   |
| PGDM 346 CORPORATE LEADERSHIP                                            |
| PGDM 347 TRAINING AND DEVELOPMENT                                        |
| <b>GROUP D: ENTREPRENEURSHIP AND GENERAL MANAGEMENT</b>                  |
| PGDM 311 ENTREPRENEURIAL DEVELOPMENT AND NEW ENTERPRISE MANAGEMENT       |
| PGDM 312 ENTREPRENEURIAL FINANCE                                         |
| PGDM 313 SOCIAL ENTREPRENEURSHIP                                         |
| PGDM 314 TAX PLANNING FOR ENTREPRENEURS                                  |
| PGDM 315 INVESTING IN PRIVATE EQUITY                                     |
| PGDM 316 MARKETING FOR ENTREPRENEURSHIP                                  |
| PGDM 317 LEGAL AND GOVERNMENT POLICY CONSIDERATIONS IN NEW ENTERPRISE    |
| PGDM 318 INNOVATION MANAGEMENT                                           |

#### List of Electives (Semester IV)

|                                                                        |
|------------------------------------------------------------------------|
| <b>GROUP A: MARKETING</b>                                              |
| PGDM 431 MARKETING OF SERVICES                                         |
| PGDM 432 FOREIGN TRADE DOCUMENTATION AND TRADE FINANCE                 |
| PGDM 433 CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT         |
| PGDM 434 APPLICATION OF ACCOUNTING AND FINANCE IN MARKETING            |
| <b>GROUP B: FINANCE</b>                                                |
| PGDM 421 FINANCIAL DERIVATIVES                                         |
| PGDM 422 INTERNATIONAL FINANCIAL MANAGEMENT                            |
| PGDM 423 BEHAVIORAL FINANCE                                            |
| PGDM 424 CORPORATE ANALYSIS AND VALUATION                              |
| <b>GROUP C: HUMAN RESOURCE MANAGEMENT</b>                              |
| PGDM 441 LATEST TRENDS IN HR                                           |
| PGDM 442 EMOTIONAL INTELLIGENCE AND MANAGERIAL EFFECTIVENESS           |
| PGDM 443 INTERPERSONAL EFFECTIVENESS AND TEAM BUILDING                 |
| PGDM 444 TALENT & COMPETENCY MANAGEMENT                                |
| <b>GROUP D: ENTREPRENEURSHIP AND GENERAL MANAGEMENT</b>                |
| PGDM 411 MANAGING STRATEGIC IMPLEMENTATION AND BUSINESS TRANSFORMATION |
| PGDM 412 MANAGING TEAMS                                                |
| PGDM 413 MANAGING GLOBAL ENTERPRISE                                    |
| PGDM 414 ORGANIZATION STRUCTURE AND DESIGN                             |

## 10. DRESS CODE

The students are required to follow the dress code prescribed by the Institute. Every student will wear white shirt, navy blue trousers, maroon tie and navy blue blazer.

## 11. LIBRARY

A student get upto 4 books from the Institute library during the semester. The books are issued for 14 days. Fine of Re 1.00 per day is charged for late submission of books in library.

## 12. ATTENDANCE AND EXAMINATION

**12.1 Attendance:** Every student needs to have at least 75% attendance to appear for the mid semester and end semester examinations. Anyone having less than 75% attendance and less than 50% internal assessment will not be allowed to sit in the final examinations. The criteria of internal assessment is given below:

| <b>Evaluation Parameters<br/>(Internal and End semester)</b> | <b>100 marks</b> | <b>50 marks<br/>(workshop)</b> |
|--------------------------------------------------------------|------------------|--------------------------------|
| Internal Assessment                                          | 50               | 25                             |
| Class Test/Quiz                                              | 10               | 5                              |
| Mid-Semester Test                                            | 15               | 7.5                            |
| Class Participation & Attendance                             | 10               | 5                              |
| Practical Work (Cases / Assignments / Project)               | 15               | 7.5                            |
| End-Semester Examination                                     | 50               | 25                             |

A student will be promoted to the next academic year only if such student has obtained at least:

- 50% of the total credits of ensuing academic year from which the promotion to the next academic year is being sought;
- All such students who fail to get promoted to the next academic year for the reason of the deficiency of the required credits as stated herein above will automatically be declared to have taken academic break to reappear in such examinations of previous semesters in which the student has failed, so as to obtain the sufficient credits to be promoted to the next academic year.
- Only two academic breaks are permissible for the student for the completion of the programme.
- In no situation a student will be allowed to take more than two academic breaks, for any reason whatsoever, including for the reasons of detention for shortage of attendance or deficiency of credits during the whole term of completion of the course/programme. A student who has exhausted two academic breaks and a further occasion arises for him or

her to take academic break because of non promotion or detention, in such cases the admission of such student would automatically stand cancelled right at the time such an occasion of more than two academic breaks arise.

- (e) The roll number will be issued to the student for the End Semester Examinations on clearance of all pending dues in a prescribed format.

### **12.2 Re-evaluation of Answer Scripts**

The students can apply for re-evaluation of answer scripts of end-semester examinations within 10 days of declaration of result in a prescribed format (enclosed) by depositing fee of Rs. 1000/- per subject to the examination branch. The marks awarded after the re-evaluation will be final and supersede the existing marks.

## **13 PLACEMENT**

The rules & regulations listed below are not exhaustive. The B-School may add more for the benefit of students and to maintain discipline.

1. Students are required to express their willingness for appearing in the process for a particular company. If a student does not appear in that company without getting permission after expressing willingness, she/he will be disallowed from the Internship/ Placement for rest of the companies.
2. Students are expected to be in B-School dress and Identity Card, be on time with required documents (if any) as per the company requirements. Late comers for aptitude test/GD/ interview will not be allowed to appear for the selection process.
3. A student who applies and gets shortlisted is bound to go through the entire selection process unless rejected midway by the company. Any student who withdraws deliberately in the midst of a selection process will be disallowed from Internship/Placement for the rest of the companies.
4. A student is allowed (as per eligibility criteria set by the companies) to appear in ongoing Internship/Placement process for multiple companies until the student bags first job offer (his/her name will be removed from the Internship/Placement opportunities).
5. Students should maintain originals and sufficient copies of their updated CV, Passport size photographs, mark sheets, grade cards, certificates etc.
6. Students should maintain discipline and exhibit professional behaviour. Any student found violating the discipline rules, appropriate action will be taken.
7. The copy of the Internship/Placement offer letter is required to be submitted in the placement office.

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