

HANDBOOK OF INFORMATION

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) (2022-23)



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).

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.

Admission Process

Step 1	Admission Test	All candidates seeking admission to PML SD Business School will be required to appear in the CAT/CMAT/GMAT/XAT/MAT/ATMA
Step 2	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
Step 3	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.

Final Selection

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

Evaluation Criteria	Weightage (%)
Aptitude Test	35
GP and PI	45
Past Academic Performance	20
Total	100

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. 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:

Instalment	Due date of Payment
1 st Instalment	At the time of Admission
2 nd Instalment	15 th Jan
3 rd Instalment	15 th May
4 th Instalment	15 th 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, Chandigarh and GGDSD College, Kheri Gurna.
- Concession of Rs.25000/- for the Alumni of PML SD Business School, Chandigarh will be given.
- One time concession will be given to other students, based on their graduation marks, as per the following:

Sr. No	<i>Percentage of Marks (in Graduation)</i>	<i>Amount of Concession (Rs)</i>
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.

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.

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

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.

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 students' "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
28 Credits = (5x4) + (4x2)	700
Semester II	Marks
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
26 Credits = (5x4) + (3x2)	650
Semester III	
PGDM 301 STRATEGIC MANAGEMENT	100
PGDM 302 SUMMER TRAINING REPORT AND VIVA-VOCE	100
PGDM 303 BUSINESS ETHICS, CORPORATE GOVERNANCE AND CSR	100
Elective-1	100
Elective-2	100
Elective-3	100
Elective-4	100
Elective-5	100
32 Credits = (8x4)	800
Semester IV	Marks
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
26 Credits=(6x4)+ (1x2)	650

List of Electives (Semester III)

GROUP A: MARKETING
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
GROUP B: FINANCE
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
GROUP C: HUMAN RESOURCE MANAGEMENT
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
GROUP D: ENTREPRENEURSHIP AND GENERAL MANAGEMENT
PGDM 311 ENTREPRENEURIAL DEVELOPMENT AND NEW ENTERPRISE MANAGEMENT
PGDM 312 ENTREPRENEURIAL FINANCE
PGDM 313 FAMILY BUSINESS MANAGEMENT
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)

GROUP A: MARKETING
PGDM 431 MARKETING OF SERVICES
PGDM 432 GLOBAL SUPPLY CHAIN MANAGEMENT
PGDM 433 CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT
PGDM 434 APPLICATION OF ACCOUNTING AND FINANCE IN MARKETING
GROUP B: FINANCE
PGDM 421 FINANCIAL DERIVATIVES
PGDM 422 INTERNATIONAL FINANCIAL MANAGEMENT
PGDM 423 BEHAVIORAL FINANCE
PGDM 424 CORPORATE ANALYSIS AND VALUATION
GROUP C: HUMAN RESOURCE MANAGEMENT
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
GROUP D: ENTREPRENEURSHIP AND GENERAL MANAGEMENT
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

Every student needs to have at least 85% attendance to appear for the mid semester and end semester examinations. Anyone having less than 85% 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:

Evaluation Parameters (Internal and End semester)	100 marks	50 marks (workshop)
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 ensuring 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.

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 to appear 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 the 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 behavior. 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.
